Wards Mechanical

3.99 ①

5.69 ②

$5 ③

4.49 ④

Trains!

① **Whistlin' locomotive is fascinating!** It chugs along as piston action pushes the front of the "boiler" in and out. Lights flash on and off on piston cylinder. When it hits an object, it backs off and changes direction. You never know where it will go next. Authentically detailed, colorful, sturdy plastic. Operates on 3 "D" batteries. Order on page 288. About 14½ in. long.
48 HT 23172—Ship. wt. 2 lbs. 3.99

② **Talking locomotive!** "Your tickets please! All aboard for New York"—broadcasts messages loud and clear! Hear life-like steam engine sounds too! Overland express is constructed of sturdy plastic. Battery powered sound uses 1 "D" battery, order from page 288. Friction powered wheels.
48 HT 23154—Ship. wt. 2 lbs. 12 oz. 5.69

③ **19-pc. train set.** Battery-operated locomotive with headlight clicks along its own track followed by coal car, box car, tank car and caboose. Automatically switches around track, 12 track pieces, 2 switch tracks. Manual on, off switch. Metal train, cars, solid track are colorfully lithographed. Easy for a child to set train on track. Train about 25 in. long overall. Uses 2 "D" batteries. See page 288.
48 HT 23170—Ship. wt. 3 lbs. 8 oz. 5.00

④ **Scenic miniature.** Two caterpillar-steel engines travel around track with whistle sound from scenic mountain. Bell rings when they stop. Switching action. Colorful lithographed metal construction. 19x8½ in. wide. Takes 2 "C" batteries. See page 288.
48 HT 23155—Ship. wt. 2 lbs. 4 oz. 4.49

⑤ See page 220—Barbie and Ken go Braniff too!

3.66

New 1.79

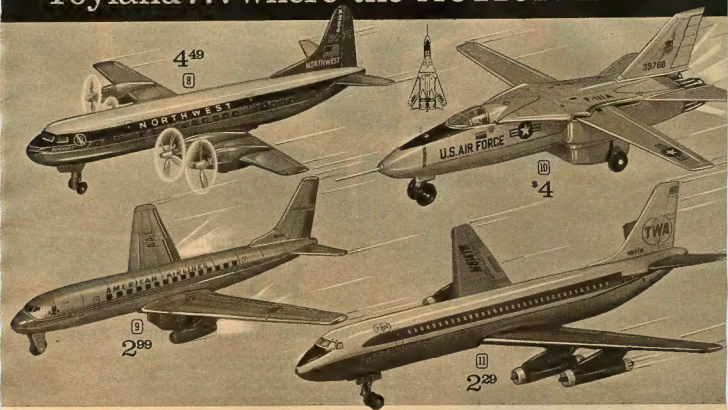
3.67

⑥ **Munchie Melon, Barnaby Banana, Corkie Corn**—delightfully silly 3-in. High clowning friends are fun! Just wind 'em up, they walk around.
Who can resist 'em? Munchie's pink, pink face; Barnaby's impudent orange tongue, Corkie's impish grin! 3 in a box. Plastic.
48 HT 23397—Ship. wt. 8 oz. ...Set 1.79

⑦ **Bulldog** jumps out barking to send mischievous monkey scampering up the palm tree with the stolen bone! Dog goes back inside, down slides monkey. Uses 2 "D" batteries, page 288. Lithographed metal. Abt. 6x8¼ in.
48 HT 23152—Wt. 2 lbs. 6 oz. 3.67

For electric train sets see page 307

Toyland . . . where the ACTION is!



Airplanes!

5 **Here's a Braniff International jet** with authentic details. Built with automatic stop and go action! Jet pods light up, along with simulated jet noise. Plane starts taxiing and if you position the front wheels, it "holds" on the ground—in a 36-in. circle. Beautiful blue and white plane with white wings, rudder, tail. Plastic and metal construction. About 15 in. long. Operates with 2 "D" batteries from page 288.
48 HT 23157—Ship. wt. 2 lbs. **3.66**

8 **A famous traveler with lighted propellers!** Realistically scaled DC-7C of Northwest Orient Airlines.
Two inside propellers start, then the outer two. Lights turn on as propellers revolve. It taxies like a real plane. Holds in a circle by positioning the wheels. Metal, plastic construction. About 14¾ in. long. Takes 2 "D" batteries from page 288.
48 HT 23156—Ship. wt. 2 lbs. 8 oz. **4.49**

9 **American Airlines Boeing 737 jet.** Authentically detailed. With stop and go action. Two jet pods flash. All metal except for plastic jet pods. About 13½ in. long. Takes 2 "C" batteries. Order page 288.
48 HT 23148—Ship. wt. 2 lbs. **2.99**

10 **All the excitement of jet aircraft** has been designed into this toy! GD Grumman F111A jet fighter is just like the real planes flown in the U.S. Air Force!
Turn it on and it screams like a real jet, red lights in tail flash on and off. It taxies slowly as the wings fold back, screaming noise stops as though it were in flight. Plastic needle nose. Metal and plastic body. 14½ in. long. Powered by two "D" batteries. Order from page 288.
48 HT 23153—Ship. wt. 2 lbs. **4.00**

11 **Trans World Airlines Boeing 707 jet plane.** Authentically detailed. Friction powered. Just run it on the ground, it goes by itself. No batteries needed. About 16½ in. long. Metal construction.
48 HT 23297—Ship. wt. 1 lb. 4 oz. **2.29**

THIS CHRISTMAS CALL WARDS JUST SAY "CHARGE IT!" SEE PG. 348

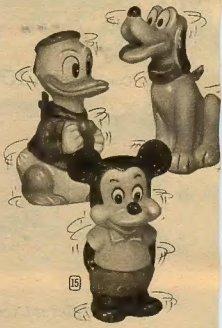
Spacemen!

12 **"Lost in Space" robot.** An out-of-this-world toy that really walks in space. Just like the robot on TV. Lights blink as he walks along—move arms manually. Follow his progress around obstacles, hazards. Sturdy plastic. About 12 in. tall. Order 2 "D" batteries, from page 288 to run his motor.
48 HT 23037—Ship. wt. 2 lbs. 12 oz. **6.99**

13 **The metal man from space**—walks with eery precision moving his arms along with his legs. See the gears in his colorful plastic head revolve; lights flash, and watch TV screen showing moving space pictures. Colorfully lithographed metal, about 15 in. high. Uses 2 "D" batteries. See page 288.
48 HT 23180—Ship. wt. 2 lbs. 12 oz. **4.49**

14 **New moon scout.** Push a button on the remote control, excitement starts with a whirling blade atop his space helmet, with a red and green light; he walks and moves his arms carefully just like he's walking on the moon. Push the other button and five high-bouncing rubber balls shoot out from behind the flag to surprise you! Metallic colored metal body, shoes and head with clear plastic visor. Takes 2 "D" batteries, order from page 288. About 11¾ in. high.
48 HT 23144—Ship. wt. 2 lbs. 8 oz. **6.49**

See more space toys on page 257.



Just wind them up! Disney's friends dance 'round and 'round

2.29 Box of 3

15 **Three famous personalities** that everybody loves—created by Walt Disney. Simply wind them up, this happy threesome dance 'round and 'round!
Donald Duck, is straightening his red bow tie; Mickey Mouse with paws in his pockets has a broad grin; Pluto is sitting waiting for the action! Made of a semi-soft plastic painted with bright colors. About 4½ in. tall. Assortment of 3 in a box.
48 HT 23399—Ship. wt. 12 oz. . . . . Box **2.29**

YOUR CHOICE

9.77 adults

Wards most popular figure skates have:
- Hollow ground, tempered steel blades
- Full flannel lining, foam insulation
- Split leather shoes, lock-stitched soles

8.77 juniors

These figure skates have plenty of extras, too: steel bar-type arch supports, tough vinyl bindings, permanently shaped toes, and full orthopedic counters for foot comfort, support and fit.

(A) **Ladies' or girls' white skates.** White cuff. *State full size:* Ladies' 4–10; girls' 1–4.
Z60 T 6244—Ladies'. Wt. 3 lbs. 8 oz. 9.77
Z60 T 6219—Girls'. Wt. 2 lbs. 12 oz. 8.77

(B) **Men's and boys' black skates.** *State full size:* Men's 6–13; boys' 1, 2, 3, 4.
Z60 GT 6221—Men's. Ship. wt. 4 lbs. 9.77
Z60 T 6218—Boys'. Ship. wt. 2 lbs. 12 oz. . 8.77

(C) **Ladies' or girls' blue skates.** Gray cuffs. *State full size:* Ladies' 4–10; girls' 1–4.
Z60 T 6245—Ladies'. Wt. 3 lbs. 8 oz. 9.77
Z60 T 6220—Girls'. Wt. 2 lbs. 12 oz. 8.77

(D) **Ladies' white skate.** Insulated and flannel lined. *State full size:* 4–10.
Z60 GT 6234—Ship. wt. 3 lbs. 8 oz. 9.77

Ice skate notice: for how to measure, see pg. 323.

BUY NOW . . .

Save $17

• (E) Skis with bindings	44.95
• (F) Ski poles	9.95
• (G) Ski boots	36.95
If bought separately	91.85

complete set **74.85** $5 a mo.

(E) **Innsbruck skis** with step-in release bindings. Wards best quality wood ski—5-ply, 24 to 26 hardwood laminations with hickory. Thick 1.1 mm, Poly-Dur® soles. Maroon plastic sheet top; plastic top edges. Resin coated sides. Full interlocking, high carbon short steel edges. Inserted aluminum tail protector and full wrap-around, chrome-plated tip protector. Pre-mounted full release step-in bindings adjusts to 6 sizes. *State length no.:* 69 (5 ft. 9 in.), 72 (6 ft.), 75 (6 ft. 3 in.), 78 (6 ft. 6 in.).
XZ60 GT 5919 RDT—Wt. 13 lbs. skis only, cash **44.95**

(F) **Chrome-plated steel poles.** Molded pistol-type grips. Chromed leather straps. Chrome-plated ring baskets and tips. Rubber cross straps. ⅜-in. diam. *State length:* 48, 51, 54, 57 in.
XZ60 GT 6059 MDT—Wt. 3 lbs. . . . poles only **9.95**

(G) **Wards best speed lace double boot.** "Egg-position" canted soles (see pg. 1277, Fall General). Top grain leather outer boots with fiber glass reinforced ankle cups. Hinged action back. Glove-leather-lined inner boots with pre-formed latex rubber cushioning. *State full or half size.* Ship. wt., pair, 7 lbs.
XZ60 GT 6158 DT—Men's. 8–13 (no 12½). cash **36.95**
XZ60 GT 6159 DT—Ladies' sizes 5½–9½. cash **36.95**

Separately **36.95** $5 a mo.

Wards finest toboggan has "over and under design"

(1) **This unique running surface stops spin outs** . . . which usually happens with less expensive flat bottom toboggans. 7 slats wide (17 in. overall) with the two outside slats coming over the first two cross bars and under the remaining four . . . creating a streamlined running surface that starts under the first rider. Made of selected hardwood. Waterproof varnish finish. Metal screw construction. Marine poly rope won't splinter. Order a pad to fit separately, see next page.

X60 T 6094 RT—6-ft. length. Holds 4 riders. Wt. 15 lbs. . . . . cash **18.49**
X60 T 6095 RT—8-ft. length. Holds 5 or 6 riders. Wt. 18 lbs. . . . . cash **22.95**

4-rider 6-ft. size, only **18.49** $5 a mo.

Adult or youth ski sets . . .

when you order a set, order each item the usual way BUT record only the complete set price. Make sure you give exact measurements on each item. Take advantage of this exceptional offer and use the savings for ski lessons!

SAVE $9

(H), (J), (K) separately would cost 68.85

set **59.85** $5 a mo.

H Harmony skis with bindings. Multi-laminated with epoxy bearg adjuts to all temperatures! Blue two-tone plastic coated tops, plastic top edges. Black Poly-Dur® soles with offset interlocking, short steel edges. Long toe-protector; full-chrome heel plates. Pre-mounted front throw release cable binding; double action toe-piece. *State length no.:* 69 (5 ft. 9 in.), 72 (6 ft.), 75 (6 ft. 3 in.), 78 (6 ft. 6 in.). Shipping weight 14 lbs.
X260 GT 5918 RDT, skis, cash **34.95**

J Aluminum racing poles . . . ⅝-in. tapered shafts with anodized gold finish. Molded plastic grips, chrome treated leather straps. Steel ring baskets with rubber cross straps. Shipping weight 1 lb. 10 oz. *State length:* 48, 51, 53, 55 in.
X260 GT 6063 MDT, *poles, only* **6.95**

K Words better full double boot. Outer boot of top grain leather. Reinforced side stitching. High instep boot with full select glove leather lining is fully padded. Full speed lacing. Hinged back with hidden counter. Eyelets and hooks are double riveted . . . won't pull out. Men's boots black with brown trim. Ladies' boots black with white trim. Ship. wt. 7 lbs.
Men's. *State full size:* 8 to 12.
X260 GT 6154DT..boots, cash **26.95**
Ladies'. *State full size:* 6 to 10.
X260 GT 6155DT..boots, cash **26.95**

SAVE $6

(L), (J), (M) separately would cost 52.85

set **46.85** $5 a mo.

L Thunderbolt skis with bindings. Multi-laminated. White plastic coated tops. Poly-Dur® plastic soles with short interlocking edges. Long toe tips and full heel plates. Pre-mounted front throw cable release and lateral release toe piece. *State length no.:* 67 (5 ft. 6 in.), 69 (5 ft. 9 in.), 72 (6 ft.), 75 (6 ft. 3 in.). Shipping weight 13 lbs.
X260 GT 5917 RDT, skis, cash **25.95**

J Poles. Described, sold at left.

M Words good double boot. Semi-speed lacing. Excellent for beginners. Top grain leather uppers are full glove leather lined; fully padded inner boots. Built-in forward lean. Double riveted hooks and eyelets. Men's boots black with red trim. Ladies' boots black with white trim. Shipping weight 7 lbs.
Men's. *State full size:* 6 to 11.
X260 GT 6161 DT. boots, cash **19.95**
Ladies'. *State full size:* 5 to 9.
X260 GT 6162 DT.boots, cash **19.95**

How to order skis . . . stand erect, skis should be about 3 in. over your head.

How to order poles . . . stand erect, arms relaxed, measure distance from floor to armpit . . . order nearest length.

How to order ski boots . . . If you wear a medium size street shoe order that size; narrower width order size smaller; wider width, order next size larger.

Save $1 to $2 on youth sets

low as set **14.45**

N P Save $1 when you buy boots and skis as a set. *Just substract a dollar from your order.*

(N) **Youth skis**—solid hardwood with tough, plastic coated base; steel bottom edges. Pre-portioned bamboo poles included with skis. Pre-mounted front and lateral full release cable bindings, just like adults. Tail and toe protectors. Midnight blue color.
X60 GT 5972 DT—3½ ft. Wt. 7 lbs. . . . . skis **8.95**
X60 GT 5973 DT—4 ft. Wt. 7½ lbs. . . . . skis **9.95**
X60 GT 5974 DT—4½ ft. Wt. 8 lbs. . . . . skis **11.95**

(P) **Youth's molded waterproof rubber boot.** Semi-speed lace; fully lined and padded. Black with brown trim. For boys or girls. Shipping weight 4 lbs. *State size:* 13, 1, 2, 3, 4.
X260 GT 6178 DT. . . . . .boots only, pair **6.50**

R S Save $2 when you buy skis and boots as a set. *Just substract $2 from your order.*

(R) **White youth skis**—solid hardwood with tough plastic coated base; steel bottom edges. Pre-mounted front and lateral full release cable binding; tail and toe protectors. Proportioned steel poles included with skis.
X60 GT 5975 ADT—4½ ft. Wt. 8 lbs. . . . skis **13.95**
X60 GT 5976 ADT—5 ft. Wt. 8 lbs. . . . . skis **14.95**
X60 GT 5977 ADT—5½ ft. Wt. 9 lbs. . . . . skis **15.95**

(S) **Youth's buckle style waterproof boot.** Easy to operate . . . adjustable buckles let child put on boots without help. Molded rubber. For boys or girls. Ship. wt. 7 lbs. *State full size:* 4 to 8.
X260 GT 6179 DT. . . . . .boots only, pair **10.95**

How to order youth skis . . . skis should be between mid-forehead and two inches above the head.

Important shipping notice: skis, toboggans, boots and pads are shipped from stock in Albany, N.Y. Baltimore orders transfer to Albany. Send order to and pay shipping charges from nearest Catalog House.

Popular-priced family toboggan in choice of two sizes

3½-ft. Pad 2.97

Hardwood toboggan 12.50 5-ft.

Bob-sled with hand brake 34.95 5-ft.—$5 a mo.

E Supported vinyl toboggan pads. Will not crack in cold weather. Polyester filled . . . softens foot down hill rides. Tie tapes.
For 5-ft. toboggans.
X60 T 6087T—3½-ft. pad. Wt. 1 lb. 12 oz. **2.97**
For 6-ft. toboggans.
X60 T 6084T—4½-ft. pad. Wt. 2 lbs. 4 oz. **3.97**
For 8-ft. toboggans.
X60 T 6085T—6½-ft. pad. Wt. 3 lbs. 4 oz. **4.97**

F Better quality toboggan. Specially designed anchored hood bend allows easier skimming over snow. 6 select hardwood slats. Outer slats are thicker and form full length runners. Polypropo hand rails. Waterproof varnish finish. 15 in. wide. Order pad (E), separately.
5-ft. toboggan. Holds 3 riders.
X60 T 6073 RT—Ship. wt. 13 lbs. **12.50**
6-ft. toboggan. Holds 4 riders.
X60 T 6076 RT—Ship. wt. 16 lbs. **14.95**

G Bob-O-Link bob sled with racing style hand brake. Steel-faced wood runners with floating bolts. Low slung body. Full 40° turning angle with driver control steering bars. Waterproof vinyl bucket seats. Holds two adults or 3 to 4 children. Steel frame and hood in metallic red finish. Tubular steel bumpers. Hardwood slats. About 32 in. wide.
X60 T 6072 RT—5-ft. sled. Ship. wt. 40 lbs. . . . . cash **34.95**
X60 T 6073 RT—6-ft. sled. 3 seats. Wt. 49 lbs. . . . . cash **47.95**

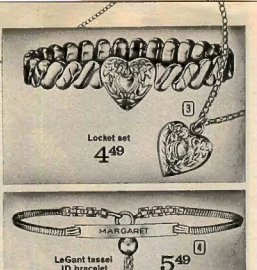
Wards fine jewelry for girls beautifully crafted in silver and gold

(All gift boxed)

SPEIDEL "BIG BOY" ID

Fits any size wrist 4.95

6 His own personalized bracelet! Heavy silver toned metal links fit wrist comfortably. *State* name to be engraved—up to twelve letters. Order all bracelets to be engraved by December 10. Gift boxed.
X 45 T 5506 E*—Ship. wt. 4 oz. 4.95



1 *Dainty cultured pearl pendant* on 14K yellow gold 15-in. chain. Pearl cultivated in the Orient.
45 T 10910 X—6 mm (pearl size, page 63). Wt. 2 oz. .. **3.98**

2 *Brushed sterling pendant necklace . . . a thoughtful gift.* Hand engraved with her initial.
Z45 T 6120 TT—Ship. wt. 4 oz. *State initial* **1.99**

3 *Locket on 13-in. chain really opens!* Dainty etching on hearts. Expansion bracelet. Both 10K gold filled.
45 T 6100—2-pc. gift set. Ship. wt. 4 oz. ..... **Set 4.49**

4 *LeGant ID bracelet for girls.* Petite expansion band, dainty tassel. State up to 12 letters. Order by December 10 to insure delivery for Christmas.
X 45 T 6103 E*—Sterling silver. Ship. wt. 4 oz. **5.49**
X 45 T 6104 E*—10K gold filled. Ship. wt. 4 oz. **5.49**

5 *Speidel "Best Girl" ID bracelet.* Heavy silver color metal. Fits any size wrist. State name to be engraved —up to 12 letters. Order by December 10.
X 45 T 5540 E*—Gift boxed. Ship. wt. 10 oz. **4.95**

Gift sets and watches for girls and boys

(Shown on opposite page; all gift boxed)

Five gifts in one! You get an expansion-band Dorset watch plus 4 more presents!

11 **For her!** Two make-believe ruby hearts frame her gold-toned Dorset watch. Matching adjustable ring. 5-charm bracelet. Purse with initials to apply. Leather-like case.
45 T 556—Ship. wt. 12 oz. ..... **Set 9.99**

12 **For him!** Jr. executive gold-toned Dorset watch with second hand. Automatic pencil, adjustable warrior-head ring, genuine leather wallet. Handsome tooled accessory case.
45 T 557—Ship. wt. 12 oz. ..... **Set 9.99**

TIMEX for children!

Timex watches have exclusive V-conic movements that resist shock, unbreakable mainsprings, stainless steel backs, chromed cases.

13 Give him streamlined styling Dad would be proud to own! Man-sized dial. Postpaid.
45 T 08 P—Leather band **6.95**
45 T 24 P—Expansion band **7.95**

14 **Versatile size.** Perfect for girl or boy.
45 T 633 P—Leather band. Postpaid ... **6.95**
45 T 637 P—Expansion band. Postpaid **7.95**

Character watches are fun!

15 **Mickey Mouse!** Watch comes with colorful S-in. ceramic figure of Mickey. Chrome-plated case; shock resistant. Red leather band.
45 T 87—Ship. wt. 10 oz. ..... **Set 7.95**

16 **Cinderella!** Watch comes with 5-inch figurine of Cinderella. Chrome-plated case with stainless steel back. Shock resistant; unbreakable mainspring. Pink leather band.
45 T 638—Ship. wt. 10 oz. ..... **Set 7.95**

17 **Cinderella** pendant watch and coach! Watch has floretined case, full numeral dial, raised crest, 18-in. chain. Yellow gold color. Pink plastic coach, 5½ in. long has lift-up top.
45 T 258—Ship. wt. 8 oz. ..... **Set 8.99**

BRADLEY children's watches

18 **"Man from U.N.C.L.E."** secret agent watch. Picture on dial. Sweep second hand, anti-magnetic, unbreakable mainspring; shock resistant. Chrome metal case and expansion.
45 T 259—Ship. wt. 8 oz. **8.44**

19 **Time teacher** for boys. Teaches time the modern way (red, white, blue color method); complete instructions. Chrome-plated case; expansion band. Swiss movement, shock resistant.
45 T 232—Ship. wt. 8 oz. **8.44**

20 **Ballerina** wrist watch. Graceful, colorful ballerina on tinted dial. Gold color case with pretty pink leather band. Swiss movement.
45 T 216—Ship. wt. 8 oz. **8.99**

21 **Commando** watch with 24 hour military dial. Tells civilian time too. Luminous dial, sweep second hand, hours marked from 1 to 24. Slim, chromed case. Stainless steel back. Rugged olive nylon band.
45 T 246—Ship. wt. 8 oz. **8.44**

22 **Barbie** watch. The teen-age fashion model doll has her picture on the dial! Yellow gold-color case. Choose: 56 pink rim and pink leather band or 71 blue rim and blue band.
L 45 T 227—Ship. wt. 8 oz. *State color no.* .. **8.99**

Gay Santa brings your Dorset watches

23 **Girls' dainty Dorset watch** with easy to read dial. Protective shock-absorber frame; unbreakable mainspring; anti-magnetic. Yellow gold color; matching expansion band.
45 T 555—Ship. wt. 10 oz. **9.99**

24 **Boys' Dorset calendar watch.** Sweep second hand. Chromed case; matching expansion.
45 T 558—Ship. wt. 10 oz. **9.99**

***Unless charged to your Wards account, payment in advance is required.**

THIS CHRISTMAS CALL WARDS SEE PAGE 346 FOR NUMBERS

WARDS NEW WATCHES FOR GIRLS AND BOYS

DORSETS FOR BOYS

Watch craftsmen put a tiny man-made ruby in the heart of every Dorset—guards against friction. Shock-resistant; unbreakable mainsprings; anti-magnetic.

7 **Waterproof,** rugged! Expansion band. *State color no.*: 30 white gold color, 31 yellow gold color.
L 45 T 138—Ship. wt. 8 oz. **9.99**

8 **Black dial** is easy to read. Chrome case, stainless steel back; small second hand. Expansion band.
45 T 129—Ship. wt. 8 oz. .. **6.99**

BRADLEY WATCHES for GIRLS

9 **Time teacher** teaches child to tell time through simple color system—complete instructions. Yellow gold color; pink leather band. Swiss movement; shock resistant; unbreakable mainspring.
45 T 233—Ship. wt. 8 oz. .. **8.99**

10 **Princess charming!** Oval shaped pearlized dial. Swiss movement; shock resistant; unbreakable mainspring. Yellow gold color; black leather band.
45 T 254—Ship. wt. 6 oz. .. **7.88**

5-pc. Dorset gift sets

9.99 Each

11

12

CHILDREN'S WATCHES

16 exciting ways to tell it's Christmas!

15 Mickey Mouse

7.95

16

17

Cinderella sets
Watch with figurine
Pendant with coach

13

Timex

6.95

14

Man from U.N.C.L.E.

8.44

18

Character Watches are Fun

Boys' time teacher

8.44

19

Wards Dorset
in Santa box

23

24

9.99

20 Ballerina

8.99

21 Commando

8.44

22 Barbie

8.99

WARDS

Thrift Corner...under 3.50

1 **Yardstick caddy** to hang within easy reach. Scissors pocket (no scissors) 40 in. long. Collapsible yardstick included. Ship. wt. 6 oz.
77 T 27278—Each....2.00 2 for....3.50

2 **Multiple unit frames** hold treasured pictures. 2½-in. gold plated frames, clear plastic lens on 1½-in. wide velvet ribbon. Decorative hanger ring, golden tassel.

6-unit frame. 23½ in. long. Ship. wt. 7 oz.
77 T 31207—Each....3.25 2 for....6.00

5-unit frame. 21½ in. long. Ship. wt. 6 oz.
77 T 31206—Each....3.00 2 for....5.00

4-unit frame. 18½ in. long. Ship. wt. 5 oz.
77 T 31205—Each....2.50 2 for....4.50

3-unit frame. 15½ in. long. Ship. wt. 4 oz.
77 T 31204—Each....2.25 2 for....4.00

3 **Pair owl plaques.** Fine leathered friends realistically detailed in earthenware. Interesting wall accents for den, family room or child's room. Each about 8 in. high.
77 T 27173—Ship. wt. 1 lb. 2 oz.....pair 3.00

4-5 **TV characters decorate children's sets**—7-in. plate, cereal/soup bowl, tumbler. Each with a friend from a favorite program. They're melamine—practically unbreakable, take abuse, stay bright and all in one piece!

(4) **Batman** in action with Robin, The Joker.
77 T 22539—Ship. wt. 1 lb.....set 2.00

(5) **Lassie**—probably the best-known dog in the world—on all three pieces.
77 T 22527—Ship. wt. 1 lb.....set 2.00

(6) **Mickey Mouse** and friends on parade.
77 T 22541—Ship. wt. 1 lb.....set 2.00

7 **Hand-blown Italian glass wine cooler-decanter** 13 in. tall, ice pocket cools without dilution. Glass, rattlex stoppers. 1-qt. cap.
77 T 29759—Ship. wt. 2 lbs. 8 oz.....2.75

8 **Set of 4 china mugs** in lovely chinta patterns. 8-oz. cap. Ship. wt. 1 lb. 12 oz. set.
77 T 27174—Set....2.50 2 sets for....4.50

9 **Patio bell—wall decoration.** Pull leather thong, brass clapper rings out loud and clear! Metal bracket about 14 in. long.
77 T 29604—Ship. wt. 1 lb. 12 oz.....3.00

10 **Sunflower wall planters** to brighten your kitchen. High-gloss ceramic. One, 5½x8 in.; two 3½x5 in. Plants not included.
77 T 28000—Ship. wt. 2 lbs. 8 oz.....set 2.75

11 **Kitten book ends** rate high with girls all ages. Ceramic, felt base. 6 in. high.
77 T 28061—Ship. wt. 2 lbs. 12 oz....pair 3.25

12 **Football-baseball book ends** will make the boy on your list happy. Ceramic, felt base. Abt. 5½ in. high.
77 T 27154—Ship. wt. 2 lbs. 12 oz.....3.25

13 **Hen-Rooster.** Prize-winning pair to accent an Early American setting. Fine details, high-gloss earthenware. 9 in. high.
77 T 27172—Ship. wt. 2 lbs....Pair only 2.75

14 **Ceramic bread-butter set** for those who enjoy a leisurely breakfast. 8-in. plate with slice-of-bread cover keeps your toast warm. "Leaf" cover on butter dish.
77 T 27113—Ship. wt. 4 lbs.....set 3.25

Be an early bird...order anything Wards sells before November 20th and if you Charge It, there's no monthly payment until February!

TIMEX

Shock resistant . . . Unbreakable mainsprings . . . Anti-magnetic . . . Stainless steel backs . . . Sent postpaid!

RUGGED AND DEPENDABLE

(1) **Timex Marlin.** Waterproof*, dustproof*. Sweep second hand, luminous dial, numerals and hour markers. Expansion band. Sent *Postpaid*.
45 T 46 P—Chrome plated 12.95
45 T 37 P—Yellow gold color. Not luminous.. 12.95

(1) (2) **Inexpensive Timex Mercury.** Luminous dial with sweep second hand. Has numerals and hour markers. Expansion band. Shock resistant.
45 T 47 P—Chrome plated. *Postpaid* 9.95

(3) **Timex Petite.** Band made to fit smaller wrists. All numeral dial is clear, easy to read. Neat, trim chrome-plated case. Sent *postpaid*.
45 T 637 P—Expansion band 7.95
45 T 633 P—Leather strap 6.95

(4) **Timex Sportster.** Waterproof*, dustproof*. Full numeral dial, sweep second hand. Chrome plated case. Matching expansion band.
45 T 97 P—*Postpaid* 11.95

Phone your order see page 346

TIMEX ELECTRIC Never needs winding

- Calendar
- Jewelled movement
- Skip second hand
- Waterproof*, dustproof*

$45

Timex electric calendar watch (enlarged to show detail). 1 tiny energy cell provides power for 1 full year and is easily replaced. No mainspring or winding stem to wear out. Expansion band.
45 T 1 P—Chrome-plated case, luminous dial. *Postpaid* 45.00
45 T 2 P—Yellow gold color case. *Postpaid* 45.00

LADIES' LOVELY TIMEX WATCHES

(5) **Dainty Cavatina.** Popular oval case, brush finished dial.
45 T 95 P—Chromed. Leather strap. *Postpaid* 9.95
45 T 92 P—Yellow gold color. Leather strap. *Postpaid* 11.95

(6) **Bracelet watch;** safety chain. Florentined yellow gold color.
45 T 620 P—Marker dial. *Postpaid* 15.00

(7) **Dress watch.** Slim telescopic expansion band. Full numerals.
45 T 96 P—Chrome plated. *Postpaid* 10.95
45 T 91 P—Yellow gold color. *Postpaid* 12.95

(8) **Elegant Diamonds!** Two 8-facet diamonds set in silver. Rhodium plated case with expansion bracelet. Hour markers.
45 T 85 P—Nylon cord band. *Postpaid* 15.00

(9) **Sophisticated Cavatina.** Yellow gold color case with attractive Florentined trim. Adjustable bracelet band.
45 T 50 P—*Postpaid* 16.95

Watches shown ⅓ actual size unless otherwise stated.

AUTOMATIC TIMEX CALENDAR WATCH

- Calendar
- Waterproof*, dustproof*
- Sweep second hand

16.95

Automatic Timex (shown actual size) gives the day of the month at a glance. Date registers in window on dial. Dial has numerals and hour markers. Case is waterproof* and dustproof*. Matching expansion band. Sent *postpaid*.
45 T 3P—Chrome plated 16.95
45 T 4P—Yellow gold color. Luminous dial.. 18.95

VISCOUNT AUTOMATIC

- Self-winding
- Waterproof*, dustproof*
- Sweep second hand

Timex Viscount winds itself while you wear it. Sweep second hand on clean, modern, luminous dial with numerals and hour markers. Case is waterproof and dustproof. Handsome matching expansion band. *Postpaid*.
45 T 49P—Chrome plated 16.95
45 T 42P—Yellow gold color 17.95

21-JEWEL AUTOMATIC

- Self-winding
- 21-jewel movement
- Waterproof*, dustproof*

Men's 21-jewel Timex keeps running without winding. Everyday activity keeps watch wound. Jewelled movement insures accuracy. Sweep second hand, modern hour marker dial. Matching expansion band. *Postpaid*.
45 T 44P—Chromed. Luminous.. 24.95
45 T 43P—Yellow gold color.... 24.95

***Waterproof and dustproof models remain so as long as original case, crown and crystal are intact.**

The famous

BULOVA Accutron

Calendar watch 14K gold filled **$175**

Stainless steel case and band **$135**

- It doesn't tick, it hums . . . runs on 1 tiny battery
- No winding . . . no mechanical parts to wear out
- A must where accuracy is of the utmost importance; no more than 60-second variation per month

Bulova Accutron calendar watch . . . a masterpiece in watch-making. The faint hum is the battery-operated tuning fork splitting each second into 360 vibrations. Battery easily replaced. Case is 14K yellow gold filled; waterproof*. Silver dial with numerals and markers; luminous hands, dots. Sweep second hand.

X 45 T 420 TTF—Alligator strap. Gift box. *Postpaid*. **175.00**

Accutron without calendar. Stainless steel case. *Postpaid*.
X 45 T 414 TTF—Matching adjustable band **135.00**

Both *Postpaid* from Chicago, Ill. Sorry no, C.O.D.'s.

1 14K gold case

2 Self-wind

YOUR CHOICE **69.95**

3 21-jewel

4 Waterproof*

YOUR CHOICE **49.95**

Her Bulova with four flashing diamonds

69.95

- 17-jewel Bulova movement
- 4 diamonds . . . illusion-mounted to enhance their size
- 10K white rolled gold plate case and bracelet . . . polished finish, florentined trim

Dainty, diamond-studded oval with petite round dial. Faceted crystal. Attractive bracelet band; expansion links and safety chain. Gift boxed.

45 T 903 P—*Postpaid* **69.93**

5

6

YOUR CHOICE **39.95**

7 Luminous

8

YOUR CHOICE **29.95**

Ever popular Bulovas . . . a tradition in smart styling and enduring accuracy

- Shock-resistant movements
- Unbreakable mainsprings
- Stainless steel backs

1 Ladies' 14K gold watch with 17-jewel movement. A dainty oval case linked to florentined bracelet; stainless steel back; expansion links, safety chain. Gift boxed. *Postpaid*.
45 T 949 P—White gold **69.95**
45 T 904 P—Yellow gold **69.95**

2 Men's self-wind calendar watch with 17-jewel movement. Yellow 10K rolled gold plate case; stainless steel back. Waterproof*. Luminous Roman numeral dial; sweep second hand. Matching expansion band. *Postpaid*.
45 T 391 P—Gift box **69.95**

3 Ladies' attractive 21-jewel Bulova. A pretty oval . . . 10K rolled gold plate with stainless steel back. Adjustable bracelet band with line-etched edge; expansion links and safety chain. Gift boxed. *Postpaid*.
45 T 936 P—White gold **49.95**
45 T 900 P—Yellow gold **49.95**

4 Men's 17-jewel calendar watch—the hour, the date at a glance. Luminous dial; sweep second hand. Waterproof*. Stainless steel case; matching expansion band. Gift boxed.
45 T 390 P—*Postpaid* **49.95**

5 Men's 17-jewel Bulova . . . 10K yellow rolled gold plate case; stainless steel back. Smart rectangular dial; small second hand. Case line-etched around dial. Expansion band.
45 T 393 P—Gift boxed. *Postpaid*. **39.95**

6 Ladies' 17-jewel Bulova. Dainty round, full numeral dial; faceted crystal. 10K rolled gold plate case with stainless steel back. Adjustable bracelet; expansion links and safety chain. Gift boxed. *Postpaid*.
45 T 928 P—Yellow gold **39.95**
45 T 902 P—White gold **39.95**

7 Men's 17-jewel Bulova. Bold, easy-to-read luminous dial. Small second hand. Stainless steel waterproof* case . . . matching adjustable expansion band. Gift boxed.
45 T 378 P—*Postpaid* **29.95**

8 Ladies' 17-jewel Bulova . . . 10K yellow rolled gold plate case with stainless steel back. Marker and numeral dial. Long-wearing nylon cord band. Gift boxed.
45 T 947 P—*Postpaid* **29.95**

ALL BULOVAS SHOWN ACTUAL SIZE

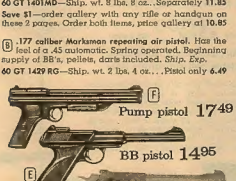
*Watch remains waterproof as long as original case, crown and crystal remain intact

Save $1 on this shooting gallery when you buy any "air" rifle or pistol listed on these two pages!

- **Electric powered gallery offers 3 types of moving or action targets** **11.85 Sep.**

A **Set up shooting gallery anywhere at home.** Plug into any 110–120 V. house outlet and the fun begins. Continuous line of knock-down ducks travel on moving belt. Or shoot at spinning skill targets or the center bellringing target. Traps BB's or pellets. Controls ricochets. 18x13x6 in. deep. Extra targets included.
60 GT 1401MD—Ship. wt. 8 lbs. 8 oz...Separately **11.85**
Save $1—order gallery with any rifle or handgun on these 2 pages. Order both items, price gallery at **10.85**

B **.177 caliber Marksman repeating air pistol.** Has the feel of a .45 automatic. Spring operated. Beginning supply of BB's, pellets, darts included. *Ship. Exp.*
60 GT 1429 RG—Ship. wt. 2 lbs. 4 oz....Pistol only **6.49**



C **D** Crosman "38's" look like real revolvers . . . shoot low-cost .22 cal. pellets with CO_2 gas powerlets. Identical in weight, balance, and handling to popular .38 firearm for fast draw and target practice. 6-shot revolving cylinder with single or double action. Adj. rear sight. Checkered finish on handle. Sure-grip hammer spur. Shipped Express only. Ship. wt. 3 lbs.
(C) **60 GT 1447 RG**—3½-in. combat barrel.....**25.49**
(D) **60 GT 1448 RG**—With 6-in. target barrel.....**25.49**

E **Daisy "200" repeater pistol** shoots 150 BB's with gas-operated CO_2 semi-automatic action. Adjustable rear sight and handy safety lock. Uses 12 or 8.5 gram gas cartridges. Gun-blue finish. Gas cartridge and BB's included. Order extra supply below.
60 GT 1419 RG—Ship. by Exp. Wt. 2 lbs. 8 oz....**14.95**

F **Crosman air-powered pump pistol** fires .22 cal. pellets one at a time. Number of pumps you use controls the power for each shot. Grooved pump handle for better grip. Self-cocking with positive safety. "Air-Trol" safety valve. Power, accuracy at low cost.
60 T 1436 RG—Shipped by express. Ship. wt. 3 lbs. Pistol only.....**17.49**

Buy extra ammo, powerlets here!

Giant Pack of BB's. Over 2,000 BB's in each package.
60 GT 1425—Ship. wt. 2 lbs. 8 oz. Per package **89c**

Crosman .22 caliber pellets. About 250 in a package.
60 GT 1423—Wt. 10 oz. ea. Package **99c**; 2 pkgs. **1.78**

.177 caliber pellets for Marksman pistol (B) above.
60 GT 1427—Wt. 11 oz. 500 per tin. Tin **99c**; 2 for **1.78**

CO_2 12.5 gram Crosman powerlet cartridges. 5 in pkg.
60 GT 1444—Ship. wt. pkg., 7 oz. Pkg. **99c**; 2 pkgs. **1.78**

This youth's archery set with 20-lb. pull bow is just right for boys 10 to 14

6.98 Complete—ready to shoot!

- **Recurved fiber glass bow is fitted with Dacron® bow string**
- **De luxe molded plastic grip**

G A complete archery set designed for growing boys who want to develop skill in target shooting. Unbreakable 4½-ft. bow has sight window and comfortable molded grip. Also includes: four 24-inch cedar target arrows, arm guard, leather finger tab, imitation leather fabric belt quiver, plus an animal face target.
60 GT 1307 A—Outfit. Ship. wt. 2 lbs. 8 oz.....**6.98**

Save $2 on target set for adults
~~18.95~~ reg. **16.95**

- **New laminated bow of Walnut and white holly, dual rest**

Modified recurve bow, white fiber glass back, front. Six 28-in. arrows, armguard, finger tab, vinyl quiver, target. Size bow pulls (25) 25–30 lbs., (33) 30–35 lbs., (34) 35–40 lbs.
Z60 GT 1310A—Wt. 3¾ lbs. **16.95**

Family-teen set with 25- or 30-lb. pull fiber glass bow!
only **11.98**

- **Rugged 5-ft. recurve bow has de luxe grip**

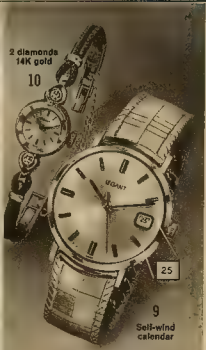
Dual arrow rest bow for right or left hand. Six 28-in. cedar target arrows, vinyl quiver, arm guard, tab, target. Sizes: 25- or 30-lb. pull. Wt. 3 lbs. 10 oz.
Z60 T 1311A—B'klet...**11.98**

Beginners' set—15-lb. pull 4-ft. recurved fiber glass bow—molded plastic grip
only **5.49**

- **Complete 9-pc. set for youngsters from 5 to 9 years of age!**

Dual rest for right or left handers. Four 24-in. target arrows, guard, finger tab, quiver, target, b'klet.
60 T 1305M—Instr. Wt. 1 lb. 8 oz.**5.49**

YOUR CHOICE 39.95



YOUR CHOICE 49.95

LEGANT

Wards best quality and your best buy 17-jewel Swiss movements

- Electronically timed, tested for 99.999% accuracy
- Shock-protected; anti-magnetic; guaranteed for 1 yr.*
- Expertly styled with exclusive bands and cases
- Compare the features, the prices; you'll want LeGant

Our finest gift LeGants only 49.95

9 **Men's self-wind calendar watch** . . . Wards finest LeGant for him. Precision 17-jewel movement in a 10K yellow gold filled case with stainless steel back. Good looking all-marker dial; sweep second hand. Matching expansion link band; line-etched edge.
45 T 465—Gift boxed. Ship. wt. 8 oz. . . . . Only 49.95

10 **For her . . . a precious petite round** with 2 diamonds sparkling in exquisitely fashioned end pieces. 14K white gold case; 17-jewel movement. A bracelet of nylon cord; adjustable clasp and safety chain.
45 T 1050—Gift boxed. Ship. wt. 8 oz. . . . . Only 49.95

ALL WATCHES ON THIS PAGE SHOWN ACTUAL SIZE

Dressy LeGants only 39.95

11 **Men's self-wind calendar watch** with precision 17-jewel movement. Trim all-marker dial; sweep second hand. Matching expansion link band . . . line-etched with polished edges. Gift boxed. Ship. wt. 8 oz.
45 T 519—Yellow gold color case and band Only 39.95
45 T 518—Stainless steel case and band . . . . . Only 39.95

12 **Ladies' 17-jewel dressy oval.** 14K gold case; all-marker dial; faceted crystal. Dainty tapered bracelet with expansion links; safety chain and clasp. Gift boxed.
45 T 1057—14K white gold. Ship. wt. 8 oz. . . . . Only 39.95
45 T 1026—14K yellow gold. Ship. wt. 8 oz. . . . Only 39.95

Fashionable LeGants for all only 29.95

13 **Ladies' dressy marquise-shaped 17-jewel LeGant.** Dainty all-marker dial. Fancy mesh bracelet; expansion links, safety chain. Gift boxed. Ship. wt. 8 oz.
45 T 1016—10K white rolled gold plate case . Only 29.95
45 T 1015—10K yellow rolled gold plate case. Only 29.95

14 **Ladies' 17-jewel LeGant octagon.** Faceted crystal and all-marker dial. Tapered bracelet, expansion links and safety chain. Gift boxed. Ship. wt. 8 oz.
45 T 1096—10K yellow rolled gold plate case. Only 29.95
45 T 1097—10K white rolled gold plate case. . Only 29.95

15 **Dainty antique style 17-jewel pendant.** Roman numeral dial; antique-type hands. Yellow gold color. Matching chain with spring ring clasp.
45 T 1021—Gift boxed. Ship. wt. 8 oz. . . . . Only 29.95

16 **Heirloom-styled 17-jewel pendant.** Covered case opens when you press winding stem. Antique-look Roman numeral dial. Closed view shows decorative line-etched case. Yellow gold color. Matching chain; spring ring clasp.
45 T 1020—Gift boxed. Ship. wt. 8 oz. . . . . Only 29.95

17 **Men's super-thin LeGant** . . . slim, trim water style that has an expensive look. Dial is dramatically marked with Roman numerals. Black suede strap. State color number. 30 white or 31 yellow gold color.
L 45 T 467—Gift boxed. Ship. wt. 8 oz. . . Only 29.95

18 **Men's dress watch** . . . slim modern markers on a smart dial—rectangular and "picture-framed" in a brushed finish 10K yellow gold filled case. Matching 10K gold filled mesh band.
45 T 486—Gift boxed. Ship. wt. 8 oz. . . . . Only 29.95

*Wards will repair your LeGant watch free, if any movement part should fail and the watch is returned with the guarantee certificate within 1 year of purchase. Neither cleaning nor repairs required as result of accident or abuse are covered.

17-jewel LeGant wrist watches and pendants

Your choice 29.95

BABIES

Only at Wards . . .

Musical, lively, Baby Lullaby

1 **Cuddly Baby Coo** is as big as a newborn infant. She cries if you squeeze her arms, legs, or body, so treat her gently! She's a beautiful baby with rosy cheeks and big blue eyes, dressed in real baby flannel, diaper and receiving blanket. She has molded hair, loom stuffed body, soft vinyl head, arms and legs. Abt 20 in tall.
48 HT 10047 -Ship. wt. 2 lbs. 6 oz. **5.99**

2 **Patty crosses her legs,** even folds her arms around toys and holds them. She poses in any baby-like position because of her specially constructed soft loom body. This adorable 18-in dark-eyed blond cries "Mama" when you hug her! Has soft vinyl head, moving eyes, rooted hair. Always ready for bed in her pretty pink PJs with smocking trim. Ship. wt. 2 lbs. 6 oz.
48 HT 10037 **4.99**

3 **Life-size Baby Lullaby wriggles and squirms just like a real infant.** Instead of crying she plays music, a tender lullaby to Lull Mommy and herself to sleep. This little girl has a big saucy curl right in the middle of her forehead and a tiny dimple on her chin. She's dressed exactly like a baby in waterproof panties, flannel cup and gown, knit booties. She has rooted hair you can wash, loom stuffed body, soft vinyl head arms and legs. Baby Lullaby is abt 20 in tall.
48 HT 10048—Ship. wt. 4 lbs. 13 oz. Musical baby **8.99**

New Miss Sweetdreams feels like a baby! There's never been anything like her!

4 **Touch her, caress her, squeeze her!** Never before a doll who feels so like a real baby and takes a bath, too. This is because her body, arms and legs are molded of new vinyl foam. She's a sleepy angel in her delicate lawn nightie, and booties to warm her wee toes. Her huge innocent eyes open and close. She has soft vinyl head, rooted hair.
48 HT 10046—About 18 in. tall. Ship. wt. 1 lb. 10 oz. **6.99**

5 **Susie cries "Mama!"** when you turn her on her tummy for a nap she'd rather be outdoors. At the first snow flurry she's into her coat, pants, mittens and cap in a jiffy to watch Mommy build a snowman. She's 18½ in. tall with rooted hair, open and close eyes. Plump cotton stuffed body, vinyl head, arms and legs.
48 HT 10045 Ship. wt 1 lb 8 oz **4.99**

She'd love a Wards doll carriage to take dolly visiting! See pages 228 and 229.

Pretty as a picture

Comes with her own framed portrait to hang on your wall!

$6 15 in.

This little girl has much, much more than her fair share of charm! You'll fall in love with her winsome brown eyes and delicate features. Her long golden hair is rooted, can be braided, brushed and cared for. She's 15 in. tall, enchanting in her Early American calico cotton dress and bloomers, long stockings, suede shoes. Stands alone, with jointed arms and legs. Portrait included. Ship. wt. 1 lb. 3 oz.

48 HT 10238—Doll and portrait. 6.00

3
Lisa and clothes
6.99 18 in.

4
4.99 12 in.
Doll and outfits

Toddlers

Two special dolls for a Christmas to remember!

1, 2 **Meet our lovely Debutante and Crown Princess**—truly treasures to be kept for years. If a little loving leaves a fingerprint behind, just treat their complexions to a bit of soap and water. Their luxurious hair is gossamer soft, yet firmly rooted and washable. Both stand alone, have fully jointed vinyl bodies that only look fragile. They have angelic morning eyes with extra-long lashes, even tiny fingernails with pale pink polish. Beautiful story-book costumes are removable. Masterpieces from Italy, 14½ in. tall.

(1) **Darling Debutante** wears her cascade of shining hair braided with daisies. She comes in dainty eyelet dress, gloves, panties, stockings and slippers.
48 HT 10295—Ship. wt. 1 lb. 8 oz. 10.00

(2) **Crown Princess** carries an organdy parasol to complement her fully-lined velvet gown. Real feathers trim her bonnet, accent her shimmering curls. Wears ruffled organdy petticoat and pantaloons, hoopskirt, stockings and dancing slippers.
48 HT 10294—Ship. wt. 2 lbs. 6 oz. 15.00

1 Debutante
$10 14½ in.

2
Princess
$15 14½ in.

Pretty Lisa can stand by herself!

3 **All three of Lisa's pretty dresses** show off her lovely coloring. She has thick, lustrous rooted hair, is 18 in tall, jointed, with big blue moving eyes.
48 HT 10239—Ship. wt. 2 lbs. 15 oz. 6.99

Sweetums comes with lots of clothes

4 **Sweetums has a whole play-party-bedtime wardrobe,** plus accessories to style her curly-rooted hair. She's 12 in. tall, jointed, and can stand by herself.
48 HT 10240—Ship. wt. 1 lb. 7 oz. 4.99

Dolls that drink wet and tear

Big and Baby Tammy Tears

6, 7 **What should a special Christmas dolly do?** Why, she should drink from her bottle, then wet her diaper and cry real tears. She should have firmly rooted silky hair to shampoo and curl . . . eyes that close at bedtime . . . a sturdy, fully jointed vinyl body. Plus—best of all—lots of pretty clothes and accessories. *Her name: Tammy Tears.* She comes in two sizes—perfectly wonderful dollies at perfectly wonderful prices. Only at Wards this Christmas!

(6) Tammy Tears is 13 in. tall, wears frilly play dress with matching panties. With party dress, sunsuit, slacks outfit, PJs and grooming accessories.
48 HT 10021—Ship. wt. 1 lb. 6 oz. . . . . Only 5.95

(7) New Baby Tammy Tears is 9 in. tall and as cute as a button in her pretty play dress and matching panties. With sunsuit, party dress, diapers, wash cloth, 6-pc. grooming set, bottle, and more.
48 HT 10053—Ship. wt. 14 oz. . . . . Only 4.59

Big and little Cheerful-Tearful

8, 9 **Dolls magically change from smiles to pouts** and back again! They tear and wet when given their bottles. Have rooted hair, fully jointed vinyl bodies. Dressed in cute play dresses, matching panties, booties. Each doll comes with baby bottle.

(8) Raise Cheerful-Tearful's arm and hear her cry, see her pout! She has moving eyes, is 13 in. tall.
48 HT 10000—Ship. wt. 2 lbs. 6 oz. 8.97

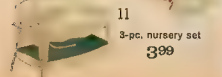
(9) New Baby Cheerful-Tearful is just 6 in. tall. She smiles; press her tummy, she frowns. With dress, bonnet, jacket, sleeper, rattle, birth certificate.
48 HT 10063L Ship. wt. 1 lb. 3 oz. 5.49

Christmas sweetheart—CINDY

10 **Cindy's as merry as Christmas itself** in her berry-red coat and hat. She's a delightful young miss who coos when she's happy, cries real tears when she's sad and wets her lace-edged panties when fed her bottle. Cindy's long rooted hair is fun to style new ways. Complete wardrobe packed in polka-dot trunk includes jacket, cap, dress, pants and top. She has a feeding bottle, 6-pc. grooming set, and puffs. Fully jointed vinyl body, stands 13 in. tall.
48 HT 10051—Ship. wt. 1 lb. 13 oz. 7.95

Pretty white nursery set

11 **All you need to tend 13-in. dolls.** Cradle rocks, bathinette holds water, feeding table has roomy tray. Sturdy plastic, easy to assemble.
48 HT 11726—Ship. wt. 6 lbs. . Set 3.99



11

3-pc. nursery set

3.99

Complete set, only

22.99

Exciting "over 'n under" 6-unit trestle train set in HO gauge by TYCO

The powerful, authentically scaled "Santa Fe" GP-20 diesel with real headlight easily pulls its five car train over and under and around the big 48x60-in. track and trestle layout. Rolling stock includes refrigerator car, tank car, covered operating hopper, skid flat car with culvert pipe load and an 8-wheel caboose. All units are realistically detailed to give the whole outstanding train the authentic look you want for true hobby railroading.

UL listed 110-volt TYCO-pak with directional control for both forward and reverse, supplies power to track and operating accessories. Equipped with built-in circuit breaker and AC-DC terminals. Realistic 2-rail track sections may be set up as shown or to many other designs. Entire track layout includes 63 pieces. All rolling stock has NMRA couplers.

48 T 21600 M—Ship. wt. 7 lbs, 13 oz. . . . . Complete set **22.99**

Complete

16.88

A real value . . . complete 6-unit Marx .027 train Has automatic uncoupler and real-life chugging sound

Here's a freight train set that's sure to please any junior engineer. The big steam locomotive has a real headlight and a built-in "chug-chug" that makes it sound like the real thing. A slope-back tender is followed by a dairy car, gondola car, automobile car with four autos and a caboose. The dairy car door automatically slides open at the platform for the man inside to deliver the milk. Track layout includes 1 uncoupler track, 1 straight track and 8 curved track sections. 50-watt transformer. UL listed.

48 T 21325 M—120-volt, 60-cycle AC. Ship. wt. 9 lbs. 10 oz. . . . . Set **16.88**

48 HT 21400—Extra .027 curved track. Pkg. of 12. Ship. wt. 1 lb. 10 oz. . . . . Pkg. **3.00**

48 HT 21408—Extra .027 straight track. Pkg. of 12. Ship. wt. 1 lb. 8 oz. . . . . Pkg. **3.00**

Have fun in the air and on land with real gas-powered racers

8.99

Quiet, easy-flying PT-19 Trainer

Every airplane pilot flies a trainer before he takes on the bigger planes. The PT-19 Trainer by Cox is just such a plane. It's the perfect plane for a beginner to use in learning control-line flying, or an advanced pilot to practice stunt flying. The QZ (Quiet Zone) muffler on the Cox .049 gas engine cuts the noise down to a whisper-like hum and permits the plane to be flown anywhere, in areas where the noise won't disturb anyone, the muffler may easily be opened to release the full roar. Damage from crash landings is forgotten with the PT-19. Its rubber-band assembly "pops" apart and back together in seconds.

The PT-19 Trainer features a spring starter, nylon prop with vinyl spinner, hand painted pilots, and control handle with lines. Wingspan is a full 22½ in.; fuselage is 13⅝ in. long. Finish is in bright red and white. See right for complete starting kit for any gas-powered model. Order today and "Charge It."

48 T 17004 M—Ship. wt. 2 lbs. 11 oz. **8.99**

9.99

Dan Gurney's "Eagle"

"Eagle" racers are the cars that win races for designer/driver, Dan Gurney. Now you can have a gas-powered 1:12 scale model of that same car from Cox!

The "Eagle" is powered by the Cox .049 engine and has dual rear wheel drive. The sleek 13¼ in. long body is molded in authentic blue with white racing stripes and chromed accessories. Complete interior, racing tires and lady decals add to the realism.

48 T 17404—Ship. wt. 2 lbs. 2 oz. **9.99**

Starting kit for gas-powered planes, cars

Kit includes everything needed to start and operate models: 1½-volt starter battery, ½-pint custom blend fuel, filtered fuel spout and with battery connector clip and wire plus multi-purpose wrench.

48 T 17005—Wt. 1 lb. 13 oz. . . **2.79**

8.99

Build a see-through plastic V-8 engine

Fun and educational for "mechanics" of all ages

This fun-to-build, exciting-to-operate V-8 engine in ¼ scale is the perfect father and son hobby project. By constructing it, you learn what each part of an internal-combustion engine is, and by seeing it operate through the clear plastic, you learn how each part works to produce the power to move a car.

Pistons, connecting rods, rocker arms and other internal working parts are molded in four colors to make them easily identifiable through the clear plastic outer walls. A total of over 300 parts includes 100 moving parts. Complete engine is about 15x7x9 in. high. Kit includes complete instructions and technical manual. Needs 2 "C" batteries; order on page 288. Ship. wt. 6 lbs. 10 oz.

48 HT 17408 M **8.99**

3.27

Make a "mountain" and watch your hill-climbing jeep with trailer go!

Create your own hills and obstacle course! Deep tread rubber tires and full 4-wheel drive keep this battery-powered jeep rolling up and down steep inclines and over the roughest roads.

If it runs into a wall just flip it in reverse. Travels alone or pulls its handy trailer—over 14 inches long connected. Made of durable plastic. Needs 2 "C" batteries; order on page 288.

48 HT 23186—Ship. wt. 2 lbs. 12 oz. 3.27

NEW Swapmobile . . .

4 racing cars in 1

7.94

Make four great racers from one basic steerable Swapmobile body design! Start with the souped-up super V-8; a quick engine and assembly change gives you a piston pusher with spinning propeller, hood fins and bubble top. Then snap in the streamlined turbo-jet assembly with spinning turbo, finally the rocket engine with spinning exhaust "flame" and rocket trim. About 11 in. long. Battery-powered—order 2 "C" batteries on page 288.

48 HT 23036—Shipping weight 5 lbs. 4 oz. 7.94

8.88

Blow the magic whistle . . . Tommy Turtle pops his head out and waddles as he walks

Here's probably the biggest moving turtle you've ever seen . . . 16 inches long! Tommy Turtle rests with his head inside his shell UNTIL you blow the magic whistle (or yell "go"). Then out pops his head as he starts walking towards you, waddling from side to side. Blow the whistle again (or yell "stop") to make him stop, and his head will pop back into his shell. Buy two for exciting turtle races. Uses no wires; operates on 2 "D" batteries —order them on page 288.

48 HT 23044—Shipping weight 3 lbs. 12 oz. 8.88

12-piece set 6.66

Midget motor Mighty Mike set

Mighty Mike's a tiny jeep but he thinks he's a tank as he digs in, pulls out, scrambles up hills and over obstacles twice his size. 3 snap-on backs convert Mike into a jeep-wrecker, a jeep-trailer and a jeep-camper. Watch him negotiate the tortuous 6-pc. obstacle track and the 2 bridges that assemble into giant 20-in. span. Colorful plastic; metal trim; rubber wheels. Order 2 "AA" batteries, pg. 288.

48 HT 23038 M—Jeep abt. 5½ in. long. Ship. wt. 4 lbs. 8 oz. set 6.66

Bridge is out! Your highway crew has to build a new one!

24-piece set $5 Was 5.99

Your trouble-shooting crew must set up the emergency pontoon bridge before it's too late. A jeep with wrecker boom helps unload the big olive drab pontoon in 5 separate sections; overall assembled about 5 in. wide, 23 in. long. The bulldozer sets the stage . . . the pick-up truck joins in. The log truck delivers five real wood logs to the scene.

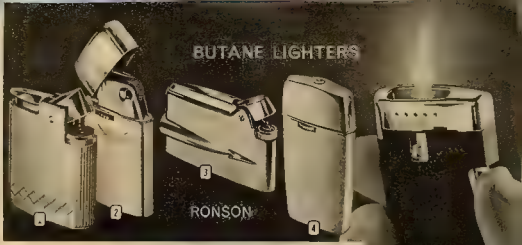
With the trailer hitched to the dump truck and with the help of the station wagon, they're back and forth with a steady stream of emergency supplies. Finally, mission accomplished! Vehicles are die-cast metal and plastic, colorfully enameled; about 5 to 8 in. long. Strong polyethylene trailer; plastic pontoon, tent, workers, road signs. Was 5.99 last Christmas.

48 HT 23457—Ship. wt. 4 lbs. 12 oz. set 5.00

New! Gulton Electric Lighter

Rechargeable Electric lighter by Gulton. Nothing could be as windproof. No flame, has electric coil that heats instantly. To recharge just plug it into any 110–120 v. outlet. Lights up to 3 packs of cigarettes on one charge. Retractable prongs disappear for carrying. Also included is a handsome wood base so you can use it as a table lighter.
53 HT 39461 G—Ship. wt. 14 oz. **14.95**

BUTANE LIGHTERS



(1) **Ronson Varaflame Standard.** Adjustable flame butane lighter with silver toned suede finish.
53HT39434G–Wt. 8 oz. **8.95**

(2) **Ronson Windlite** windproof Butane lighter. Adjustable flame. Silver-toned finish.
53HT39515G–Wt. 8 oz. **7.95**

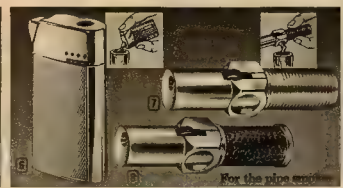
(3) **Ronson Varaflame Adonis** butane lighter with adjustable flame. Slim, elegant case. Silver color finish.
53 HT 39436G–Wt. 8 oz. **13.45**

(4) **Ronson Slimline** windproof butane lighter with adjustable flame. Silver color satin finish. Slim, trim.
53 HT 39435G–Wt. 8 oz. **9.95**

(5) **Ronson Varaflame Comet** with adjustable flame. Lightweight and windproof. Lights with handy trigger action, just squeeze. Perfect for pipes, cigars and cigarettes. Bright chrome with black finish.
53 HT 39469 G—Ship. wt. 10 oz. **6.25**

New! Ladies Cigarette Case and Lighter

Beautiful, soft leather-grained vinyl cigarette case for women. Has attached lighter that snaps on and off of case. Both are light brown with gold colored metal trim.
53 HT 39438G–Ship. wt. 12 oz. **3.00**



(6) **Bentley Butane windproof lighter** for pipes, cigars or cigarettes. Dial-A-Flame adjusts jets the flame upward or downward. Silver finish with barley design.
53 HT 39437G–Ship. wt. 8 oz. **5.95**

(7) **Nimrod "Sportsman"** pipe lighter.
53 HT 39427 G—Chromed finish.
Ship. wt. 8 oz. **3.85**

(8) **Nimrod "Executive"** pipe lighter with lizard grip, 14K gold band. Wt. 8 oz.
53 HT 39429G Gold-colored finish .. **4.85**

Zippo Gift Set

Zippo 3-in-1 gift set includes famous zippo windproof lighter with brushed chrome finish; a plastic dispenser containing 6 flints and a 5-oz. can of lighter fluid. *Postpaid.*
53 HT 39530 PG—Complete set only . **3.95**

Humidors to keep pipes neat, tobacco moist

(9) **Six hole pipe caddy-humidor.** Cedar-lined with moistener in lid. Holds abt. ½ lb. of tobacco. Brass piano hinges on lid. Pipes not included.
53 HT 39498G—Size: about 5½x4½x5½ in.
Ship. wt. 2 lbs. 4 oz. **5.49**

(10) **Four hole pipe rack-humidor.** Green glass jar holds about ½ lb. of tobacco. Clay tobacco moistener in lid. Abt. 9x3½x8 in. high. Pipes not included.
53 HT 39496 G–Ship. wt. 2 lbs. 14 oz. **3.79**

(11) **Nine hole pipe rack-humidor.** Green glass jar holds abt. ½ lb. of tobacco. Moistener in lid. About 5½-in. diameter, 3½ in. high. Pipes not included.
53 HT 39497 G—Ship. wt. 6 lbs. **6.99**

(12) **Pipe knocker ash tray.** Perfect for pipe smokers. Has lifted pipe holder and cork center for knocking out ashes. Bronze-tone finish. Abt. 7¾-in. diam.
53 HT 39729 G–Ship. wt. 1 lb. 5 oz. **2.79**

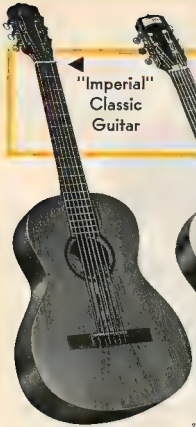
(13) **Tobacco-Cigar humidor.** Cork lined, holds up to 30 cigars or 1 lb. of tobacco. Wood-grained plastic covering. Copperione metal trim and top.
53 HT 39493 G–Ship. wt. 1 lb. 8 oz. **4.45**

(14) **Four hole pipe rack-humidor.** All metal humidor with copperione finish set on fine walnut base. Cast pipe rack is brass finished.
53 HT 39431G—½-lb. capacity. Pipes not incl.
Ship. wt. 3 lbs. 3 oz. **8.49**

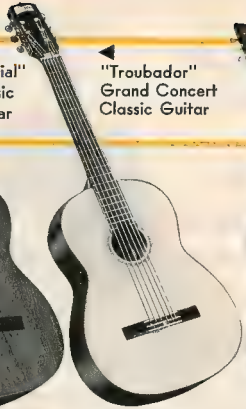
(15) **Twin pipe rests of "hammered"** cast metal with gold color finish mounted on walnut finished wood base.
53 HT 39495 G—Size: about 3½x4½ inches.
Ship. wt. 1 lb. 2 oz. **2.99**

CHARGE IT
See page 348

SOLID WALNUT



"Imperial" Classic Guitar



"Troubador" Grand Concert Classic Guitar

"Cavalier" Flat Top Guitar

"Serenader" Flat Top Guitar

1641G9261 "Imperial" Classic Guitar with Case. Mah. body and neck, Rosewood fingerboard inlaid side position dots. Rosewood bridge; nylon strings, Nickel-Silver frets. Approx. Size: 39" l. x 14¼" w. x 4¾" d. Ship. wt. approx. 18 lbs.
Sugg. Retail $147.00

1937G12411 Deluxe Quality Classic Guitar with Case. (Not Shown). Spruce top; Mah. back and sides. Semi-gloss Satin finish. Other features similar to **1641G 9261 guitar.** Ship. wt. approx. 18 lbs. **Sugg. Retail $197.00**

2272G2975—"Troubador" Grand Concert Classic Guitar Without Case. Lustrous Mah. finish on body—top in Spruce. Steel reinforced neck. Rosewood fingerboard silver frets, Rosewood bridge nylon strings, single unit geared tuning machines, 5 internal fan support braces, striped decoration around sound hole. Excellent Japanese craftsmanship and finish are combined in this instrument of classic beauty. Approx. Size 38¾" l. x 14½" w. x 3¾" d. Ship. wt. approx. 10 lbs.
Sugg. Retail $64.00

2266G638—Chipboard Case Only for above guitar. Polyethylene coated. **(Not Mailable).** Ship. wt. approx. 9 lbs.
Sugg. Retail $12.75

1913G1815—Concert Size Flat Top Guitar. Birch construction. Beautiful Mah. lacquer finish; flat back; metal tuning pegs; White Striped top and back edges; position markers; tortoise shell pick guard. Steel strings. Approx. size: 40½" l. x 15¼"w. x 3¼"d. Ship. wt. approx. 9 lbs. **Sugg. Retail $32.95**

2263G675—Case Only for above guitar. Polyethylene coated **(Not Mailable).** Ship. wt. approx. 9 lbs.
Sugg. Retail $13.50

1914G1815—Concert Size Flat Top Guitar. Birch constructed; Natural Blonde Top. Mah. finished sides and back. Top and back edges are White Striped. Guitar has a flat back, metal tuning pegs, position markers and tortoise shell pick guard. Steel strings. Approx. size 40½" l. x 15¼"w. x 3¼"d. Ship. wt. approx. 9 lbs. **Sugg. Retail $32.95**

2263G675—Case Only for above guitar. Polyethylene coated **(Not Mailable).** Ship. wt. approx. 9 lbs.
Sugg. Retail $13.50

Standard or ¾ Size Guitars

Tenor 4-String Guitar

"Sonata" ½ Size Guitar With Case

Deluxe Baritone Ukulele With Case

Hardwood construction. Maple ebonized fingerboard. Steel Strings. **Specify Mah. or Wal. Lacquer.**
2264G1457—Std. Guitar Only. Approx. Size 36½" l. x 13¼" w. x 3½" d. Ship. wt. approx. 9 lbs.
Retail $26.50
2265G638—Case Only for above guitar **(Not Mailable)** Ship. wt. approx. 9 lbs. **Retail $12.75**
2265G1333—¾ Size Guitar Only. Size 33½" l. x 12" w. x 3½" d. Ship. wt. approx. 8 lbs. **Retail $24.00**
2267G600—Case Only for ¾ Size Guitar (Not Mailable) Ship. wt. approx. 8 lbs. **Retail $12.00**

1915G1467 Tenor Guitar without Case. Hardwood construction, accurately fretted. Hard maple ebonized fingerboard with position dots. Metal tuning pegs. Mah. Finish, White Striping around top and sound hole. Steel Strings. Approx. Size 35¾" l. x 13¼" w. x 3½" d. Ship. wt. approx. 6 lbs. **Sugg. Retail $26.50**
2268G638—Case Only for above guitar. Polyethylene coated. **(Not Mailable).** Ship. wt. approx. 9 lbs.
Sugg. Retail $12.75

1645G6259 -Play as a classic (finger style) or Spanish (Plectrum) guitar. Hand fashioned. Body and neck of selected Honduras Mahogany. Rosewood fingerboard and bridge. Inlaid White position dots on fingerboard side. Black and White inlay around sound hole. Non slip tuning pegs. Nylon strings. Satin finish in natural Mahogany. Approx. size 30"l. x 10¼"w. x 3¾"d. Ship. wt. approx. 11 lbs.
Sugg. Retail $99.50

1646G5944—Body and neck of selected Honduras Mahogany. Rosewood fingerboard and bridge; fourteen free frets to body; inlaid White position dots on fingerboard front and side. Black and White inlay around tone hole, non slip tuning pegs. Nylon strings. Satin finish in natural Mahogany. Approx. size 29¾" x 10¼"w. x 3¾"d. Ship. wt. approx. 9 lbs. **Sugg. Retail $94.50**

Items on This Page U.S. Made Unless Otherwise Indicated—Shipped N.Y. or Ill.

◀ "Valencia" Grand Concert Size Spanish Guitar

◀ "Seville" Deluxe Spanish Model Guitar

◀ 5-String Folk-Model Banjo

◀ "Transcendor" Flat Top Guitar

1650G8450 "Valencia" Guitar with Case. Satin finish Natural Mahogany body, Rosewood Fingerboard, inlaid position dots, Nickel Silver frets, Strip pins inlay around sound hole, Single unit tuning machines; steel strings; plastic pegs, glued. Approx Size: 39" l x 14¾" w x 4¾" d Ship wt approx. 8 lbs. **Sugg. Retail $150.00**

1651G12411—"Seville" Guitar with Case. Grand concert size. Imported select Bavarian spruce top. Black and White inlay around sound hole. Body edges Black shell bound. Mahogany back and sides. Neck of Peruvian Mahogany, reinforced with steel bar. Rosewood fingerboard and bridge. White Pearl position and side dots. Nickel-Silver frets. Steel strings. Satin finish. Approx. Size: 39" l. x 14¼" w. x 4¾" d. Ship. wt. approx. 18 lbs. **Sugg. Retail $197.00**

1652G6000—5 String Banjo with Case. Quality U.S. constructed banjo provides great entertainment for individual and group singing. Laminated Maple rim and neck. Chrome plated metal hoop, twenty brackets Pearl button pegs, plastic head. Highly responsive, great for minstrel shows and hootenany jamboree. Ship. wt. approx. 12 lbs. **Sugg. Retail $100.00**

2268G4200 "Transcendor" Flat Top Guitar without Case. All Mahogany Rosewood bridge and fingerboard. Inlaid pearl position markers, extra wide Bavarian type frets, steel, polished neck, bound edges, steel strings. Approx. size: 39" l x 14⅝" w. x 4¾" d. Ship. wt approx. 12 lbs. **Sugg. Retail $84.00**

2269G4900 Flat Top Guitar without Case. (Not Shown). Same as above but are covered Pabst-Iro Shaded Blonde Finish. Rosewood celate steel strings. Ship. wt approx. 12 lbs. **Sugg. Retail $66.50**

2265G8675—Case Only for above guitars. Polyethylene coated. **(Not Available).** Ship. wt. approx. 12 lbs. **Sugg. Retail $18.50**

◀ "Economy" Baritone Uke

◀ Baritone Ukulele

◀ Quality Ukulele

◀ Standard Ukulele

◀ Grand Concert Classic Guitar

1895G1467 "Economy" Baritone Uke. Birch construction. Hardwood fingerboard. Metal tuning pegs. Nylon strings. Eight white steel-lined position markers. 14 frets clear of body. White striped top scratchplate. Dark brown finish. Approx. Size 29½" l x 10" w x 3⅜" d Approx. Ship. wt 6 lbs.

Sugg Retail $26.50

1896G1467—Baritone Uke Same as above except Dark Brown Rope construction with a **Natural Blonde Top.** **Sugg. Retail $26.50**

2270G1120—Baritone Ukulele without Case. Mahogany body. Rosewood bridge and fingerboard, inlaid position markers, inlaid stripes around sound hole, nylon strings, precision made geared tuning heads for non-slip tuning. Quality crafted in Japan Approx Size: 29½" l x 10" w x 3⅜" d Ship. wt approx. 7 lbs. **Sugg. Retail $22.50**

1898G3181—Quality Uke with Bag Body and neck of Mahogany. Rosewood fingerboard and bridge saddle. Semi-gloss Natural Mahogany finish. Nickel-Silver frets. Approx Size: 21¾" l x 6" w x 2¾" d Ship. wt approx. 3 lbs. **Sugg. Retail $49.25**

1899G4487 Deluxe Uke with Bag. (Not Shown). Similar to above but frets, pegs are bound with mother of pearl and the fingerboard is Dark Mahogany, glass finish. Ship. wt approx. 3 lbs. **Sugg. Retail $71.25**

Body and neck of selected Honduras Mahogany. Three strips of Black, White and Black inlay around tone hole. Rosewood fingerboard. Three White position dots. Rosewood nut and bridge saddle. Non-slip tuning pegs, round buttons. Satin finish. Approx. Size 21¾" l x 6⅝" w. x 2½" d. Ship. wt. approx. 4 lbs.

1649G3257—Standard Ukulele.

1649 3G2334—3 or more. Sugg. Retail **$39.00**

2271G1739—Grand Concert Classic Guitar without Case. Concert size classic guitar. Rosewood fingerboard over red dyed spruce top, strings, nylon, bound. Natural finish. Genuine Brazilian Mahogany back and sides. Glossy finish. Quality crafted in Japan. Approx. size: 39" l x 14" w x 4⅝" d. Ship wt approx. 10 lbs. **Sugg. Retail $29.95**

2268G6638. Case Only for above guitar. Polyethylene coated **(Not Available)** Ship. wt approx. 12 lbs. **Sugg. Retail $12.75**

BeAware

the busy, buzzy bee

the chatty lion cat

the pink and purple fish

# of THE ONIMALS *Room 205 ❀ 200 Fifth Ave., New York*

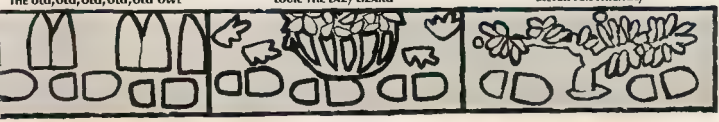
see them ..hear them...touch them and LOVE them in stuffed toy collars, or stuffed toy cuffs, phonograph records, storybooks, and poster poems.

OLLY-O PRODUCTS
BY NEWPORT OPTI-SONICS COMPANY
1617 Westcliff Dr., Newport Beach, Calif

THE old, old, old, old, old owl

louie THE Lazy lizard

silver fox friendly



bring an exciting creative dimension to playtime fun!

Whitman's Peepul Pals(TM) are completely different! They're much more than just another little doll. They have a big idea behind 'em. Each lovable character comes tucked in a colorful plastic Playstory(TM) house with a Playstory(TM) book. Children read the illustrated adventures of their Peepul Pal(TM) . . . act them out . . . improvise to develop imagination and creativity. It's a teaching-toy that builds year 'round interest and store traffic too!

More value. Like everything from Whitman, Peepul Pals(TM) are a quality product — they bend, pose, stand on their playstands or own sturdy shoes. Each has a bag or purse. A loop lets children hang them as ornaments. The Playstory(TM) house makes a convenient carrying case complete with hideaway handle.

Designed for repeat sales. The Whitman Peepul Pal(TM) family consists of nine members. Cinderella, Little Red Riding Hood and Goldilocks are inspired by fairy tales. Mother Goose and Rock-a-bye Baby have nursery rhyme origins. Nina Nurse, Sally Stewardess, Betty Ballerina and Brenda Bride are based on "What-I-want-to-be-when-I-grow-up." Because Peepul Pals(TM) have a lasting interest, children want to keep on collecting. What mother can refuse when Peepul Pals(TM) are an everyday treat that's reasonable!

Surprise package clincher! In the attic of each house there's a romantic trunk. Inside is a "Secret Friend" — a delightful finger puppet keyed to the Playstory(TM). Hitch is, the secret isn't revealed until after purchase. Don't you tell. Feminine curiosity can mean a trunkful of sales for you!

Peepul Pals(TM) . . . hot new entry in Whitman's line of always profitable products!

WHITMAN PUBLISHING COMPANY
Subsidiary of Western Publishing Co., Inc., Racine, Wis.

Whitman

Meet Whitman's Peepul Pals(TM) in person at the TOY FAIR
200 Fifth Avenue or at the New Yorker, 15th floor. Shake a finger with the "Secret Friend" — he can make you a bundle in '67

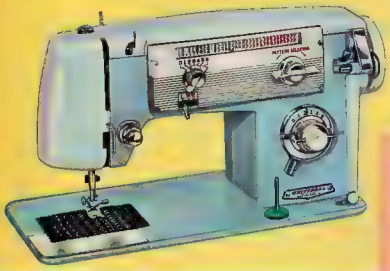
Whitman has a way with children.

Giant, major league TV programming in the works!

Whitman's New

PeePul Pals™

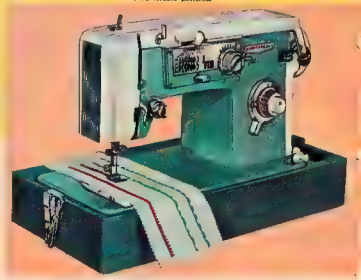
UNIVERSAL Zig-Zag



BUILT-IN MOTOR
Fingers can't get caught in motor belt.

STITCH SELECTOR
Simply turn dial to select stitch, innumerable patterns.

TWIN-NEEDLES
Sew two colors at once.



Darning

Embroidery

Straight Stitch

Quilting

Monogram

Push-Button Reverse

Tension Dial

PATCHING
GIMPING
TACKING
LACEWORKING
APPLIQUER
OVERCASTING

DELUXE TWIN NEEDLE BUILT-IN DOUBLE CAM ZIG-ZAG PORTABLE

5005EF11245—Virtually unlimited pattern variety. Two sets of built-in cams for regular and reverse patterns. Exclusive Expander enables pattern width changes by dialing any one of six positions. Two needles, front race mechanism, built-in buttonholer, stitch control dial and interior motor makes this model the most up-to-date. Zig-zags, monograms, embroiders, mends, darns, binds, hems, sews on buttons and makes buttonholes. Detailed instruction book. AC or DC. Available in: **Blue** or **Beige** with matching carrying case. **Specify Color.** Ship. wt. 52 lbs. **F.O.B. Illinois or New York Warehouse.**

Sugg. Retail $229.50

TWIN-NEEDLE BUILT-IN CAM ZIG-ZAG PORTABLE

4932EF9035—Twin-needles, sews two different color threads at one time. Make buttonholes, sew on buttons, embroider, mend, darn, bind, hem, scallop, quilt. Features: Built-in motor; push-button forward, reverse; auto. bobbin winder; round bobbin; auto. number dial tension; drop feed; twin spool pins; sewlight; stitch regulator. Snap-out race, easy cleaning. Hinged low shank presser foot, sews over pins, cloth. Instruction book. AC or DC. Available in: **Beige** or **Blue**, matching carrying case. **Specify color.** Ship. wt. 52 lbs. **F.O.B. Illinois or New York Warehouse. Sugg. Retail $196.95**

PRECISION SEWING

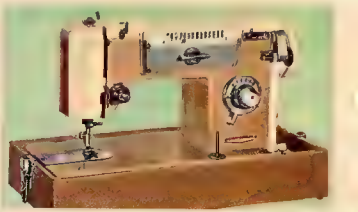
Sew on Buttons. Makes Professional Buttonholes by Turning the Dial.

EASY OPERATION

Makes Monogramming Simple, Easily Allowing that Final Touch to Sewing Endeavors.

DRUDGERY ELIMINATED

Universal Machines Take the Task Out of Mending and Darning. Makes them a Pleasure.



BUILT-IN CAM ZIG-ZAG PORTABLE

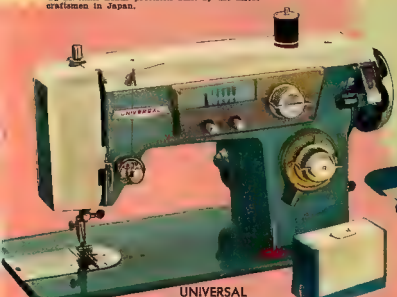
4923EF8450—Zig-zags, scallops, monograms, embroiders, mends, darns, binds, hems, sews on buttons, makes buttonholes. Features: Push-button forward, reverse; automatic bobbin winder; round bobbin; automatic tension with number dial; drop feed; telescope spool pin; sewlight, stitch regulator. Snap-out race, easy cleaning. Hinged high shank presser foot, easy sewing over pins, cloth. Built-in motor, fingers cannot get caught. Instruction book. AC or DC. **Blue** or **Beige** with matching carrying case. **Specify Color.** Ship. wt. 50 lbs. **F.O.B. Illinois or New York Warehouse.**

Sugg. Retail $184.50

F.O.B. Illinois or New York Warehouse

UNIVERSAL *Sewing Machines*

GUARANTEE—20-YEAR GUARANTEE BOND is included by the factory with every sewing machine. The Universal Portable and Cabinet Sewing Machines are available with your choice of five heads: Classic or the Zig-Zag models. All Universal Sewing Machine heads precision built by the finest craftsmen in Japan.



UNIVERSAL
ZIG-ZAG PORTABLE

UNIVERSAL CLASSIC
PORTABLE SEWING MACHINE

4621EF6175—Push button forward and reverse sewing Round bobbin for quiet sewing. Automatic tension with number dial. Built-in automatic bobbin winder. Drop feed for embroidery, darning, etc. 7 speed Rheostat Control. Snap-out race for easy cleaning. Hinged presser foot for easy sewing over pins and cloth. Adjustable stitch regulator. Manually operated for zig-zag stitches. Complete with sewlight, instruction book, and carrying case. **Blue or Beige with White Trim. Specify Color.** Ship. wt. 58 lbs. **F.O.B. Illinois or New York Warehouse.** Mfr.'s Sugg. Retail $123.50

4060EF3950—Features: Floating pressure foot, auto. release, bobbin winder, forward and reverse sewing, auto. tension release, and drop feed for darning. Also, precision stitch regulator, a central bobbin, non-glare sewlight and foot lever control. Crafted and constructed for lifetime service. Beautiful simulated leather two-tone blue carrying case. Overall dimensions: 19¼"x10½"x14½". Instruction book AC or DC. Ship. wt. 40 lbs. **Shipped F.O.B. Illinois or New York Warehouse.** Sugg. Retail $89.50

Attachments for Classic

4194EF228—11 Pc. Griest Set has attachment foot, ruffler, zipper foot, narrow hemmer, bias binder, edge stitcher, gathering foot, ¼" hemmer, cloth guide, quilter and instruction book. Ship. wt. 1 lb. Sugg. Retail $3.50

4195EF650—Key Type Griest Buttonhole Attachment. Ship. wt. 2 lbs. Sugg. Retail $10.00

Specify Sewing Head Color and Cabinet Finish

Three large storage drawers. All hardwood construction. Knee lever control. Maple finish Specify sewing head color. Overall dimensions: 31¼"x17½"x 34". AC or DC F.O.B. Illinois or New York Warehouse.

Cat. No.	Sew Head	Ship. Wt.	Sugg. Ret.
5006EF17745	Deluxe	114 lbs.	$396.95
5007EF14105	Twin-Needle	114 lbs.	316.95
5008EF13239	Cam Zig-Zag	112 lbs.	363.50
5009EF11545	Zig-Zag	109 lbs.	229.50
5010EF9935	Classic	105 lbs.	196.95

Refer to Portable Listings for Sewing Head Colors Available

Knee lever control. Spool Tray. Mahogany or Walnut. Specify finish and sewing head color. AC or DC. Closed dimensions: 21⅝"x17½"x30" F.O.B. New York or Illinois Warehouse.

Cat. No.	Sew. Head	Ship. Wt.	Sugg. Ret.
5011EF13545	Deluxe	84 lbs.	$281.95
4928EF10985	Twin-Needle	84 lbs.	223.95
4930EF10480	Cam Zig-Zag	83 lbs.	212.50
4937EF8125	Zig-Zag	80 lbs.	161.50
4941EF5915	Classic	64 lbs.	113.50

Four storage drawers. Knee lever control. Walnut, Mahogany, or Limed Oak. Specify finish and sewing head color. Overall dimensions: 31½"x19"x32". AC or DC F.O.B. New York or Illinois Warehouse.

Cat. No.	Sew. Head	Ship. Wt.	Sugg. Ret.
5012EF17225	Deluxe	106 lbs.	$388.95
4938EF13585	Twin-Needle	100 lbs.	304.95
4939EF13900	Cam Zig-Zag	99 lbs.	291.95
4936EF10725	Zig-Zag	95 lbs.	240.95
4945EF8515	Classic	87 lbs.	163.50

A ADORN. Emblazoned with two brilliant diamonds artistically woven into the yellow top case; stainless steel back. Expansion bracelet. 17 Lifetime Jewels. Shock resistant; unbreakable mainspring.
3586W2633....Ret. $49.75
ADORN "W." Same, wht. top.
3587W2633....Ret. $49.75

B MARISA. 14K yellow, high fashion marquise-shaped case. Matching mesh cord with safety chain 17 Lifetime-Jewel movement. Unbreakable mainspring; shock-resistant
3594W3927....Ret. $75.00
MARISA "W." Same, 14K wht.
3595W3927....Ret. $75.00

C CARRIE. Elegant simplicity makes this watch look many times its modest price. The perfect choice for all-around wear, with tastefully trim, square yellow top case, stainless steel back. Adjustable expansion bracelet. 17 Lifetime-Jewels; shock-resistant. Unbreakable mainspring
3588W1927....Ret. $35.00
CARRIE "W." Same, white top.
3589W1927....Ret. $35.00

**Waterproof provided crystal and crown are intact, case unopened*

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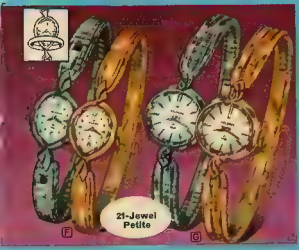
HELBROS *presents the proudest collection in its history! There's a watch especially for her, no matter what her taste. Each timepiece represents the finest precision craftsmanship . . . the ultimate in design. Electronically-tested, Lifetime-Jewel movements are shock-resistant with unbreakable mainsprings. Every expansion bracelet features the quick-link adjustment for perfect fit.*



E TANGO. Proud, petite beauty! Trim case with yellow top Stainless steel back. Slim expansion bracelet Dependable 21 Lifetime-Jewel movement Shock resistant; unbreakable mainspring
3567W2727..Retail $52.50
TANGO "W." Same, white top.
3568W2727..Retail $52.50

G MERRY. Truly simple beauty! Exquisite, round yellow top case, stainless steel back Matching, tapered bracelet, safety chain. 21 Lifetime-Jewels Unbreakable mainspring; shock-resistant
3600W2727....Ret. $52.50
MERRY "W." Same, white top.
3601W2727....Ret $52.50

H LAURA. Delicately designed yellow top marquise shape case Matching expansion bracelet, adjustable links. Stainless steel back 17 Lifetime Jewels. Shock resistant; unbreakable mainspring.
3494W2167...Retail $42.50
LAURA "W." Same, white.
3495W2167...Retail $42.50

J CURIE. Nurses' favorite with clear, full-numeral dial and sweep second hand. Smart yellow top case; stainless steel back. Expansion bracelet. 17 Lifetime-Jewel movement; shock resistant.
3490W2367..Retail $45.00
CURIE "W." Same, white top.
3491W2367...Retail $45.00

D MIRANDA. Enchantingly lovely. Classic, oval-shaped case has yellow top, stainless steel back. Matching, expansion bracelet Precision, 21 Lifetime-Jewel movement is shock-resistant. Unbreakable mainspring
3606W2460....Ret $47.50
MIRANDA "W." Same, white
3607W2460....Ret. $47.50

F OCEANA. Calendar window tells date Smartly-tailored, yellow top case, stainless steel back. Expansion bracelet. Waterproof*; shock-resistant; unbreakable mainspring; 17 Lifetime-Jewels.
3580W2660....Ret. $49.75
OCEANA "W." Same, chrome-plated top.
3581W2393....Ret. $45.00

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on all movement parts. against breakage

All movement parts in every HELBROS watch are guaranteed never to break, and will be replaced by factory without charge for parts. Postage, insurance, handling and packaging charge $1.25.

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A GEMINI "W." Tells date automatically! Winds itself automatically, too. Waterproof*, anti-magnetic, shock-resistant. 17 Lifetime Jewels. Chrome plated top; stainless steel back. Expansion band.
3536W2793.. Retail **$52.50**
GEMINI. Same, in yellow.
3537W3060.. Retail **$59.75**

B SAILOR "W." Shows the day and date. 17 Lifetime-Jewels. Waterproof*; shock-resistant; unbreakable mainspring. Chrome-plated top; stainless steel back. Matching adjustable expansion bracelet.
3612W2233.... Ret. **$42.50**
SAILOR. Same, yellow top.
3611W2527..... Ret **$47.50**

C ALAMO "W." Winds itself automatically as you wear it Waterproof*; shock-resistant; unbreakable mainspring. 17 Lifetime-Jewels. Chrome-plated top; stainless steel back. Matching expansion bracelet.
3614W2367.... Ret. **$45.00**
ALAMO. Same, yellow top.
3613W2700.... Ret. **$52.50**

D EGAN. Modern, masculine styling Calendar window shows you the date automatically. 17 Lifetime Jewel movement. Shock-resistant; unbreakable mainspring. Square yellow top case; stainless steel back. Matching adjustable expansion bracelet.
3571W2367.... Ret. **$45.00**

*Waterproof provided crystal and crown are intact, case unopened.

E GOULD. Classic beauty plus 21 Lifetime-Jewel accuracy! Self-winding Waterproof*, shock-resistant, anti-magnetic movement. Yellow top case, stainless steel back. Matching expansion bracelet.
3576W3060.... Ret **$59.75**
GOULD "W." Same, chrome-plated top.
3577W2793.... Ret **$52.50**

F BARRY. Extra-large, full numeral, railroad type dial 17 Lifetime Jewels. Water proof*; anti-magnetic, shock-resistant, unbreakable mainspring. Chrome plated top with stainless steel back. Matching, adjustable, expansion bracelet.
3608W1700.... Ret. **$32.50**

HELBROS

HELBROS a name known all over the world for its time-keeping supremacy. Each HELBROS *watch is a masterpiece of precision and design. They all feature Lifetime-Jewels, unbreakable mainsprings, and are shock-resistant. The expansion bracelets can be adjusted for perfect fit by adding or removing links. Choose the finest—choose a* HELBROS *watch for yourself or as a gift.*

G FARLEY "W." Any man's choice for up-to-the-minute styling. Winds itself as you wear it! Anti-magnetic, shock-resistant; unbreakable mainspring. Slim, chrome-plated top, stainless steel back. Adjustable, expansion bracelet Waterproof*, 17 Lifetime Jewels.
3532W2633.... Ret. **$49.75**

H FARLEY. Ivy League design in a thin watch. Winds itself as you wear it. Waterproof*, precision, 17 Lifetime-Jewel movement. Anti-magnetic, shock resistant. Neat yellow top case has stainless steel back. Matching, adjustable, expansion bracelet.
3533W2900.... Ret **$57.50**

J DANA "W." Needs no pampering! 21 Lifetime-Jewel movement is waterproof*, anti-magnetic, shock-resistant. Unbreakable mainspring, too. Chrome plated top case, stainless steel back; adjustable expansion band. Luminous dial; sweep second hand
3544W1993... Retail **$39.75**

K DANA. A winner in styling and reliability Waterproof*, anti-magnetic, shock resistant 21 Lifetime-Jewel movement, unbreakable mainspring Yellow top with stainless steel back; matching adjustable expansion band. Luminous dial, sweep second hand.
3545W2300.. Retail **$45.00**

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Petite
17-Jewel

A CHERIE. Glamorous timepiece creation! Smart, oval, yellow top case, stainless steel back. Matching tapered bracelet with safety chain is adjustable. 17 Lifetime-Jewel movement; unbreakable mainspring; shock-resistant.
3596W2500....Ret. **$47.50**
CHERIE "W." Same, white top.
3597W2500....Ret. **$47.50**

B DIANE. Two shimmering diamonds twinkle like stars in a round yellow top case Pear-shaped end pieces accent the matching expansion bracelet Stainless steel back. 21 Lifetime-Jewels; shock-resistant.
3602W3327..Retail **$62.50**
DIANE "W." Same, white top
3603W3327..Retail **$62.50**

C HALO. Four sparkling diamonds in an oval-shaped yellow top case; stainless steel back Tapered bracelet, expansion center; safety chain. 21 Lifetime-Jewels. Shock-resistant; unbreakable mainspring.
3604W3593....Ret. **$67.50**
HALO "W." Same, white top.
3605W3593....Ret. **$67.50**

D FAYE. Charming creation features precision 17 Lifetime-Jewels Yellow top case, stainless steel back Matching tapered bracelet Shock-resistant; unbreakable mainspring.
3584W2167.. Ret **$42.50**
FAYE "W." Same white top
3585W2167.. .Ret **$42.50**

E GRACE. Exciting elegance in deftly-designed, round yellow top case; stainless steel back Matching expansion bracelet. 17 Lifetime-Jewels Full numeral dial Shock-resistant; unbreakable mainspring.
3582W1927....Ret **$35.00**
GRACE "W." Same, white top.
3583W1927... Ret **$35.00**

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—YOUR SOURCE FOR EXCELLENT WATCH VALUES

HELBROS

HELBROS *presents this prized collection of exquisite fashions in timepieces for women. Each watch is a masterpiece of feminine design and craftsmanship. World-famous, Lifetime-Jewel movement with guaranteed unbreakable mainsprings. Shock-resistant. Expansion bracelets fit perfectly because of the quick-link, adjustment feature. All watches are beautifully gift-boxed.*

F LYNN. Classic marquise shaped case in rich, gleaming yellow. Sweeping end pieces blend into a tapered, expansion bracelet; safety chain 21 Lifetime-Jewels; unbreakable mainspring; shock-resistant.
3590W2327....Ret. **$45.00**
LYNN "W." Same, white top.
3591W2327....Ret. **$45.00**

G SABRINA. A graceful oval design with a 21 Lifetime-Jewel, shock-resistant movement and unbreakable mainspring. Yellow top; stainless steel back. Matching expansion bracelet.
3561W2033...Retail **$37.50**
SABRINA "W." White top.
3562W2033..Retail **$37.50**

H LAUREL. High fashion! Stunning, round dial enclosed in florentine square yellow-top case. Matching, tapered bracelet. Stainless steel back. 17 Lifetime Jewels. Shock-resistant, unbreakable mainspring.
3592W2500....Ret. **$47.50**
LAUREL "W." White top.
3593W2500....Ret **$47.50**

J JANICE. Ultra-feminine, pear shaped case. Precision 17 Lifetime-Jewel movement with unbreakable mainspring. Shock-resistant; Yellow top with stainless steel back; tapered adjustable band.
3598W2260..Retail **$42.50**
JANICE "W." Same, white top.
3599W2260..Retail **$42.50**

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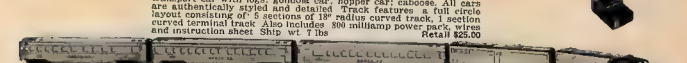
"HO" GAUGE TRAINS BY *LIONEL*

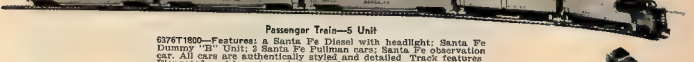
Diesel Freight—5 Unit

6375T1500—**Features:** a Santa Fe GP3 Diesel with headlight; timber transport car with logs; gondola car, hopper car; caboose. All cars are authentically styled and detailed Track features a full circle layout consisting of 5 sections of 18" radius curved track, 1 section curved terminal track Also includes 800 milliamp power pack, wires and instruction sheet Ship wt 7 lbs **Retail $25.00**



Passenger Train—5 Unit

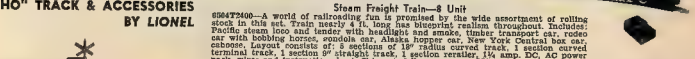
6376T1600—**Features:** a Santa Fe Diesel with headlight; Santa Fe Dummy "B" Unit; 3 Santa Fe Pullman cars; Santa Fe observation car. All cars are authentically styled and detailed Track features Illuminated oval layout consisting of 5 sections of 18" radius curved track; 1 curved terminal track; 1 section 9" straight track; 1 section re-railer. Also includes: 800 milliamp power pack, wires and instruction sheet. Ship. wt. 7 lbs. **Retail $30.00**



Steam Freight Train—8 Unit

6564T2400—A world of railroading fun is promised by the wide assortment of rolling stock in this set. Train nearly 4 ft. long has blueprint realism throughout. Includes: Pacific steam loco and tender with headlight and smoke, timber transport car, rodeo car with bobbing horses, gondola car, Alaska hopper car, New York Central box car, caboose. Layout consists of: 5 sections of 18" radius curved track; 1 section curved terminal track, 1 section 9" straight track, 1 section rerailer, 1½ amp. DC, AC power pack, wires and instruction sheet. Ship. wt. 8 lbs. **Mfr's. Sugg. Retail $46.00**

"HO" TRACK & ACCESSORIES BY *LIONEL*



Trestle Set
2879T240 — Set includes 6 graduated piers and a central arch bridge. For all HO Loops
Retail $4.00

Semaphore Signal
6288T860 — As train approaches the signal pressure switch on track causes "Slow" sign to swing "to and fro." Action stops when train has passed. 4½" high.
Retail $6.00

Remote-Control Switches
2888T585—This pair of switches can be used with any HO train set. Consists of right and left hand switches.
Ret. $9.75 Pr.

90-Degree Crossing
2884T135 — Allows two main lines to intersect. Especially needed for figure of eight layout.
Retail $2.25

HO Track
2882T180—Box of 12 curved sections 8" long, 18" radius, 34 ties. **Ret. $0.25 ea.**
2881T195—Box of 12 straight sections, 9" long, 31 ties **Ret. $0.25 ea.**

Snap-on Bumper
5859T75 — Illuminated snap-on bumper prevents train from running off a dead end siding or terminal.
Retail $1.25

Automatic Gateman
2880T420—As train approaches, pressure switch on track causes gateman to come out, after train has passed, gateman goes inside. **Retail $7.00**

"HO" GAUGE TRAINS BY *MANTUA*

- ALL WORM & GEAR DRIVES
- NMRA COUPLERS

"The Petticoat Junctioner"

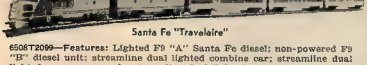
6505T2090—"The real star of one of America's all time favorite TV shows" includes 1890 "Ten Wheeler" 4-4-0-locomotive and tender "C & FW Railroad"; 1-1890 "Clerestory" combine car; 2-1890 "Clerestory" coach cars; interchangeable "coal load" for tender, 1 interchangeable straight 18" for locomotive; 49"x28" oval track layout has 11 sections of 18" radius curved track; 1 section of 18" R curved terminal track; 1 section of 9" straight track; 1 9" straight re-railer. Powered by 1 ampere Tyco-Pak with directional control and circuit breaker. UL approved. Ship. wt. 6 lbs. **Retail $39.95**

"The Highballer" Freight

6508T1799—**Features:** Famous Santa Fe "Shifter" 0-4-0 locomotive and slope-back tender; gondola car; refrigerator car; skid flat car w/cuivert pipe; 8 wheel caboose. 45"x36" oval track includes 11 sections 18" radius curved track; 1 section 18" R curved terminal track; 1 section 9" straight track; 1 straight 9" re-railer. Powered by 1 ampere Tyco-Pak w/direction control and circuit breaker. UL approved. Ship. wt. 6 lbs. **Retail $29.98**

"The Road Rover" Freight

6507T1499—**Features:** The brawny, lighted F9 "A" Canadian National diesel; gondola car; refrigerator car; skid flat war w/cuivert pipe; 8 wheel caboose. 49"x36" oval track includes 11 sections 18" radius curved track; 1 section 18" R curved terminal track; 1 section 9" straight track; 1 straight 9" re-railer. Powered by 1 ampere Tyco-Pak w/direction control and circuit breaker. UL approved. Ship. wt. 6 lbs. **Retail $24.98**



Santa Fe "Travelaire"

6508T2099—**Features:** Lighted F9 "A" Santa Fe diesel; non-powered F9 "B" diesel unit; streamline dual lighted combine car; streamline dual lighted passenger coach; streamline dual lighted observation car. 49"x 36" oval track includes 11 sections 18" radius curved track; 1 section 18" R curved terminal track; 1 section 9" straight track; 1 straight 9" re-railer. Powered by 1 ampere Tyco-Pak with direction control and circuit breaker. UL approved Ship. wt. 8 lbs. **Retail $34.98**

"The Freight Brute"

6509T2399—**Features:** Baltimore and Ohio lighted "Pacific" 4-6-2 locomotive and tender; gondola car; covered hopper car—operating; box car; skid flat car w/cuivert pipe; tank car; 8 wheel caboose. 45"x36" oval track consists of 11 sections 18" radius curved track; 1 section 18" R curved terminal track; 1 section 9" straight track, 1 straight 9" re-railer. Powered by 1 ampere Tyco-Pak with direction control and circuit breaker. UL arppoved. Ship. wt. 8 lbs. **Retail $39.98**

Steam Freight Train-5 Unit

6456T1107—Features: Finely detailed steam-type engine with forward and reverse action, plus headlight, stoke back tender, Gondola car, hopper car and caboose. All cars have authentic road printing. Set features automatic oval layout consisting of 5 pieces of curved track, 2 pieces of straight track. A 35-watt transformer with circuit breaker, lockon, wires and instructions are included. Set comes complete and ready to run. Ship. wt. 7½ lbs. Retail $17.95

Steam Freight Train-6 Unit

6499T1487—Features: Steam-type engine with forward and reverse action, plus headlight, remote control coupling and uncoupling. Includes tender, Frisco box car, Swift box car, flat car with two cable reels and a caboose. All cars have authentic road printing. Track features an oversized oval layout consisting of 8 pieces of curved track, 2 pieces of straight track and one remote control uncoupling track. Also included are a 40-watt transformer with circuit breaker, lockon, wires and instruction manual. This set comes complete and ready to run. Ship. wt. 8½ lbs. Retail $21.85

Smoking Steam Freight Train-6 Unit

6507T1929—Features: Steam-type engine with smoke and headlight, plus forward and reverse action, straight back tender, tank car, flat car with 2 pieces of plastic pipe, Swift box car and caboose. Set also features automatic remote control uncoupling. Authentic road printing on all cars. Track features a figure "8" layout consisting of 12 pieces of curved track, 2 pieces of straight track, a remote control uncoupler track and one 90° crossing. A 60-watt transformer with built-in circuit breaker is included along with lockon, wires, instruction manual, smoke fluid. Ship. wt 9 lbs. Retail $30.00

Smoking Steam Freight Train-7 Unit

6507T2650—Features: Steam-type die cast locomotive with smoke and headlight plus forward and reverse action, whistling tender, box car, tank car, gondola car, hopper car and caboose. Cars have automatic uncoupling and are authentically printed. Track features: oversized figure 8 layout consisting of 12 pieces of curved track, 2 pieces of straight track. Remote control uncoupling track and a 90° crossover track. A 60-watt transformer with built-in circuit breaker to operate this set. Included are lockon, wires, smoke fluid and instruction sheet. Set comes complete and ready to run. Ship. wt. 12½ lbs. Retail $60.00

Smoking Steam Freight Train-7 Unit

6522T2256—Features: Steam-type die cast metal locomotive with smoke and headlight plus forward and reverse action, whistle tender, Rodeo Car, operating log dump car with 3 logs, hopper car, gondola with two canisters and a brown caboose. Track features an elaborate oval, with a siding layout consisting of 9 curved track, 11 straight track, 1 remote control uncoupler track, 1 manual right hand switch, 60-watt transformer with circuit breaker, whistle controller, bumper and smoke fluid. Set comes complete and ready to run. Ship. wt. 16 lbs. Retail $80.00

Rodeo Car

6168T800—Peering out from their specially designed box car are two animated stallions on their way to the rodeo. Box car comes in yellow with red markings. Car 9" long. Retail $6.00

Searchlight Car

6169T820—No freight train is complete without one. Car has an illuminated searchlight which can be rotated. Car measures 11" long. Retail $8.00

Pr. of Remote-Control Switches

2277T138—"027" remote-control switches. Switch circuit aligns the switch points to let the train through. Red or Green light indicate position. Includes one right and one left hand switch plus controller and cables. Retail $17.50 pr.

Pr. of Manual Switches

2276T458—"027" gauge manual switches. Red signal flag shows switch position. One right and one left hand switch. Sugg. Retail $7.50 pr.

90 Degree Crossing

2237T150—"027" double zinc-plated steel 90 degree crossing for figure "8" and other exciting layouts. Retail $2.00

"027" Straight and Curved Track Sections

2227T163—Package of 10 Curved Track, 5¼" long. Retail $0.25 each

2274T103—Package of Straight Track, 4⅝" long. Retail $0.25 each

Crane Car

6503T520—True railroading realism is obtained with this carefully scaled crane. Car has boom that raises and lowers, and cable that hoists freight up and down. Crane also swivels 360°. 11" long. Ret. $8.00

Automatic Traffic Gate

6171T520—Highway Crossing Gate. As train approaches the signal, red lights go on and crossing gate lowers to halt oncoming traffic. When train has passed, gate rises and lights go off. Signal 9" high. Base 7" long. Retail $5.00

TRANSFORMERS
by LIONEL

ZW 275 WATTS

2282T2600—Four variable voltage circuits will operate four different train sets. Two horn and whistle control circuits, two train direction levers. 115 Volts, AC, 60 cycles. 12½"x7"x6¼". Retail $40.00

LW 125 WATTS

2285T1520—Two buttons control train direction, horn or whistle. Two fixed voltage repeats. Built-in automatic circuit breaker. Listed by UL, 115 Volts, AC, 60 cycles. 6¾"x4½"x5". Retail $25.50

SW 130 WATTS

2592T1625—Operates two trains and accessories. Throttles control speed, direction and stopping. Button control whistle of one train. Has power on light and built-in circuit breaker. Listed by UL, 115 Volts, AC, 60 cycles. 8¾"x5¾"x5". Retail $25.00

Trestle Set

2207T295—23 simulated steel piers from ¾" to 4¾" high. For most Magne-Traction tracks. Retail $6.00

Banjo Signal

6378T520—As train approaches, red light flashes and banjo "stop" arm swings to and fro. 7½" High. Retail $6.00

6170T455 — Semaphore. Arm position and signal lights change from green to red as track clears and train approaches. Retail $7.00

Automatic Gateman

6172T520—When train nears, door opens and gateman comes out of his shack swinging a lantern. After train has passed, gateman goes back inside, and door closes. Shack is illuminated. Base 7"x5¾". Height 4¼". Ship. wt. 3 lbs. Retail $8.00

All☆Aboard

AMERICAN FLYER

SPECIAL TRAIN SETS

For the first time ever—Gilbert pioneers the complete train set—with American Flyer "All Aboard." All landscaped—all wired—all ready to go!

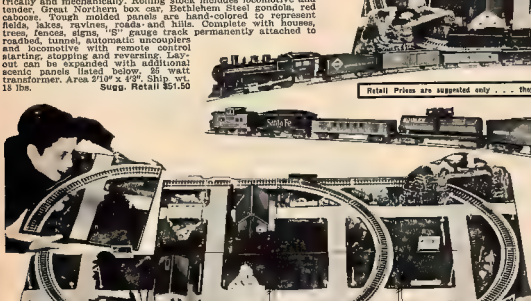
The Westerner

6317Z7533—7 Unit Westerner 1900. All landscaped, all wired, all ready to go. 12 durably molded 17" sq. scenic panels, hand-colored to represent fields, lakes, ravines, etc., with houses, trees, fences, signs, "S" gauge track permanently attached to roadbed, tunnel. Ready for easy snap-together installation. Layout can be expanded with additional scenic panels listed below. Train includes big Pacific loco with smoke, choo-choo, operating headlight, remote control starting, stopping and reversing, tender, New Haven Car Carrier; Santa Fe box car, Borden Dairy car, Shell tank car, bay-window caboose. Automatic uncouplers, 3 electric switches, crossover, remote control whistle, 50 watt transformer. Area 4'2"x5'9". Truly a deluxe train set. Ship wt. 35 lbs.
Sugg. Retail $155.98

The Pioneer

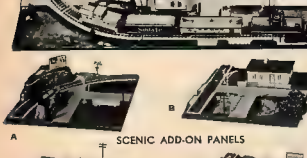
6313Y2388—5 Unit Pioneer 600. Complete set all landscaped, all wired, all ready to go. 8 scenic 17" sq. panels ready to install electrically and mechanically. Rolling stock includes locomotive and tender, Great Northern box car, Bethlehem Steel gondola, red caboose. Tough molded panels are hand-colored to represent fields, lakes, ravines, roads and hills. Complete with houses, trees, fences, signs, "S" gauge track permanently attached to roadbed, tunnel, automatic uncouplers and locomotive with remote control starting, stopping and reversing. Layout can be expanded with additional scenic panels listed below. 50 watt transformer. Area 2'10" x 4'3". Ship. wt. 15 lbs.
Sugg. Retail $51.50

Retail Prices are suggested only . . . they may vary in different areas.



The Champion

6314Y2270—4 Unit Champion 800. Set-up in minutes. 8 scenic snap-together panels, all hand-colored to represent fields, lakes, etc., with houses, fences, tunnel, billboards, roads. "S" gauge track permanently attached to roadbed. Layout can be expanded with additional scenic panels listed below. Train set includes fully detailed Atlantic loco with smoke, choo-choo, operating headlight, remote control starting, stopping and reversing, tender, Hooker Chemical car, Monon gondola, Santa Fe hopper, caboose. 2 electric switches, automatic uncouplers, 50 watt transformer. Area 2'10" x 5'6". Ship wt. 25 lbs.
Sugg. Retail $86.98



SCENIC ADD-ON PANELS

Select Matching Panels to Expand Layouts

Expand the above sets by adding 2 panels of straight track, curved track or matching switches. All panels are 17" sq. and completely ready to install, both electrically and mechanically. Unlimited Expansion Possibilities with Interchangeable panels.

(A) 6317Z7600—Scenic Curve Track Panel. Randomely decorated curved track panel includes hill, rail fence, billboard, three trees, stop sign, crossing sign, street lamp, and telegraph pole. Ship. wt. 4 lbs.
Sugg. Retail $7.95

(B) 6318Z7900—Scenic Straight Track Panel. Add straights to make your layout longer and wider. Includes ranch house, lake, foot bridge, 2-piece picket fence, one large tree, stop sign, crossing sign, street lamp, telegraph pole. Ship. wt. 4 lbs.
Sugg. Retail $7.95

(C) 6316Z709—Scenic Electric Left Switch Panel. Switch control on long lead attaches to transformer panel for remote control operation. Panel includes two trees, stop sign, crossing sign, street lamp, telegraph pole. Ship. wt. 4 lbs.
Sugg. Retail $11.50

6317Z790—Scenic Electric Right Switch Panel. Includes rail fence, stop sign, crossing sign, street lamp, telegraph pole. Ship. wt. 4 lbs.
Sugg. Retail $11.50

(D) 6318Z506—Scenic Cross-Over Panel. A 90° cross-over that will add excitement and versatility to your layout. Includes lake, railroad bridge, billboard, tree, stop sign, crossing sign, street lamp, telegraph pole. Ship. wt. 4 lbs.
Sugg. Retail $7.95

American Flyer for Complete Train Sets.

MIKASA *Genuine Stoneware* DINNERWARE

Genuine Stoneware by Mikasa. Beautifully sculptured stoneware in the provincial patterns of *Laconia, Latina* and *Heritage* or the solid colored patterns of *Bristol Blue, Snow White* and *Orange Sherbet* are generously sized, durable . . . yet light in weight. Perfect for casual entertaining. Available in 53 pc. sets (Service for Eight), only. Shipped *F.O.B. New Jersey Warehouse.*

D
BRISTOL BLUE

E
SNOW WHITE

F
ORANGE SHERBET

D BRISTOL BLUE

Durable, handsomely styled dinnerware in Blue Matte finish contrasted by Brown and Blue Holloware, for greater casual dining enjoyment.

6197XF3033—53 Pc. Set
Sugg. Retail $44.95

E SNOW WHITE

Snow White Matte finish contrasted by Rich Brown and White Holloware. Highly appealing . . . yet sturdy. Provides an impressive table setting. Ideal for informal entertaining.

6198XF3033—53 Pc. Set
Sugg. Retail $44.95

F ORANGE SHERBET

Orange Matte finish contrasted by Brown and Orange Holloware. Rich, warm colored dinnerware for family use or informal dining. A new treat for your table.

6199XF3033—53 Pc. Set
Sugg. Retail $44.95

A LACONIA

The warmth and tradition of modern provincial is enhanced in this subtle and totally charming Blue and Green Foral on White background. Matching accessories.

6194XF2500—53 Pc. Set
Sugg. Retail $36.95

B LATINA

A cluster of gay Daisies in Bright Yellows, Browns and Greens on White, pop out all over bringing spring to your provincial dining all year round. Matching accessories.

6195XF2500—53 Pc. Set
Sugg. Retail $36.95

C HERITAGE

Red crowned Rooster in Yellow and Green with gay floral surroundings of Green, Yellow and Red on White. Adds provincial charm to your dinin. Matching accessories.

6196XF2500—53 Pc. Set
Sugg. Retail $36.95

Allow 2-4 Weeks for Delivery from Factory Warehouse.

SET COMPOSITION FOR ABOVE PATTERNS: 53 Pc. SERVICE for 8. (Approx. ship. wt. 40 lbs.). *8 EACH.* dinner plates, salad plates, soups, fruits, cups, saucers; *1 EACH.* covered sugar, creamer, salad bowl, 12" chop plate. *F.O.B. New Jersey Warehouse.*

MIKASA *Cerastone* IRONSTONE DINNERWARE

Ovenproof . . . prepare, keep warm, serve in the same pieces! Exciting imports from Japan in *Modesto, Tomago, Golden Valley* or *Tartan* patterns bring colorful artistry in dinnerware for your table. Fine pieces have a delicate grace that belies their hardness and strength. Available in 58 Pc. Sets (Service for Eight, only. Shipped *F.O.B. New Jersey Warehouse.*

A MODESTO

A new attempt in leaf design in Bright Green with White. Brown stems with Green Leaves. Line on verge in Green. Same Pattern highlights exterior of all Matching holloware pieces.

6200XF2367—58 Pc. Set
Sugg. Retail $34.95

B TOMAGO

Rooster pattern in Yellow. Brown and Beige on Bone White plate. All holloware in matching solid Rich Brown Accent with White.

6201XF2367—58 Pc. Set
Sugg. Retail $34.95

C GOLDEN VALLEY

Luscious Fruits in Gold Tones and Avocado Green on White. Sunshine bright . . . an all year delight.

6202XF2367—58 Pc. Set
Sugg. Retail $34.95

D TARTAN

Cool Blue follows fresh Green in geometric sweep on White in this sophisticated pattern. Matching accessories.

6203XF2367—58 Pc. Set
Sugg. Retail $34.95

SET COMPOSITION—Modesto, Tomago, Golden Valley and Tartan Patterns. 58 Pc. Service for 8. (Approx. Ship. wt. 55 lbs.). 8 Each: dinner plates, salad plates, cups, saucers, fruits, cereal soups; *1 Each:* buffet platter, 9" salad bowl, 8" vegetable bowl, covered butter, covered sugar, creamer, salt and pepper. *F.O.B. New Jersey Warehouse.*

GOLDEN VALLEY C

TARTAN D

METASCO Ironstone Dinnerware for Your Informal Dining Enjoyment

Metasco Ironstone Oven to Table Dinnerware. Ovenproof, hand painted dinnerware, detergent and dishwasher proof from Japan for casual entertaining in the *Trinidad* pattern. Available in 55 Pc. Set (Service for Eight) only. *F.O.B. New Jersey or California Warehouse.*

TRINIDAD

Refreshing Green and Gold Floral Motif on White. Green (Olive) rim softly forms the ideal contrast. Matching accessories.

6204XF2663—55 Pc. Set. . . . . Sugg. Retail $39.95

SET COMPOSITION—TRINIDAD: 55 Pc. Service for 8. (Approx. Ship. Wt. 45 lbs.) 8 Each: dinner plates, salad plates, soups, fruits, cups, saucers; *1 Each:* covered sugar,creamer, chop plate, salad bowl, covered tea pot. *F.O.B. New Jersey or California Warehouse.*

TRINIDAD

JAMAICA NASSAU

BROOKPARK

FINE QUALITY MELAMINE® DINNERWARE

See Opposite Page for Set Composition

TRINIDAD

Oriental dining in circles of tropical-hot shades of Cinnamon, Tangerine and Beige. Decorated 10" Dinner Plates, 6" Saucers, 7½" Luncheon Plates and 12⅛" Chop Plate. Accessory pieces in Cinnamon.

9627H2330—45 Pc. Set. Ship. wt. 14 lbs. Retail $34.95

JAMAICA

Contemporary Bands in hues of Avocado, Turquoise and Olive. Decorated 10" Dinner Plates, 6" Saucers, 7½" Luncheon Plates and 12⅛" Chop Plate. Accessories in Avocado.

9628H2330—45 Pc. Set. Ship. wt. 14 lbs. Retail $34.95

NASSAU

Elegant simplicity in blends of cool of the sea colors of Bristol Blue, Olive and Powder Blue Decorated 10" Dinner Plates, 6" Saucers, 7½" Luncheon Plates and 12⅛" Chop Plate. Accessories in Bristol Blue

9629H2330—45 Pc. Set. Ship. wt. 14 lbs. Retail $34.95

ECHO

Classic design autumn leaves of Cinnamon and Old Gold enhance the carefree modern table.. Decorated 10" Dinner Plates, 6" Saucers and 12⅛" Chop Plate. Accessory pieces in Cinnamon.

9957H1997—45 Pc. Set. Ship. wt. 14 lbs. Retail $29.95

FANCY THAT

Youthful border design of leaves and flowers in Bonnie Blue and Teal Green Decorated 10" Dinner Plates, 6" Saucers and 12⅛" Chop Plate. Accessory pieces in Bonnie Blue

5214H1997—45 Pc. Set. Ship. wt. 14 lbs. Retail $29.95

AMBROSIA

Modern fruit design in Avocado, Lemon and Cherry keyed to casual living. Decorated 10" Dinner Plates, 6" Saucers and 12⅛" Chop Plate Complimentary pieces in Avocado

5215H1997—45 Pc. Set. Ship. wt. 14 lbs. Retail $29.95

MILANO

Bold geometric design in shades of Avocado and Gold for modern dining. Decorated 10" Dinner Plates, 6" Saucers and 12⅛" Chop Plate. Accessory pieces in Gold.

5216H1997—45 Pc. Set. Ship. wt. 14 lbs. Retail $29.95

BROOKPARK Beverageware

Styled by Joan Lentz

Goblet

Highball

Wine

Juice

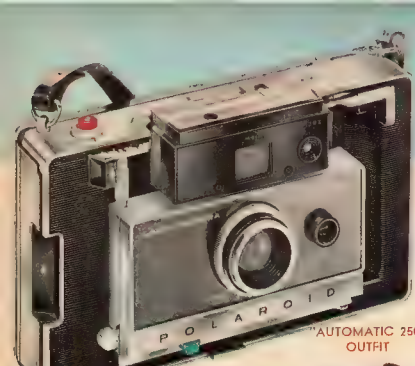
Champagne

Old Fashioned

Stemware and Barware that last and last. A compliment to any table setting—graceful shapes in glowing heirloom shades to compliment Brookpark's dinnerware. Break-resistant . . . Stain-resistant . . . Dishwasher-safe. Available in shades of Bristol Blue, Cranberry, Amber or Avocado. Specify color when ordering.

9636H463 –Set of 8—14 oz. Water-Goblet.....Retail $6.95
9637H463—Set of 8—8 oz. Champagne-Sherbet.....Retail $6.95
9638H463—Set of 8—6 oz. Cocktail-Wine.....Retail $6.95
9639H330—Set of 8—12 oz. Highball-Water.....Retail $4.95
9640H330—Set of 8—16 oz. Iced Tea (not shown).....Retail $4.95
9640H330—Set of 8—9 oz. Old Fashioned.....Retail $4.95
9641H330—Set of 8—6 oz. Juice.....Retail $4.95

POLAROID CAMERAS



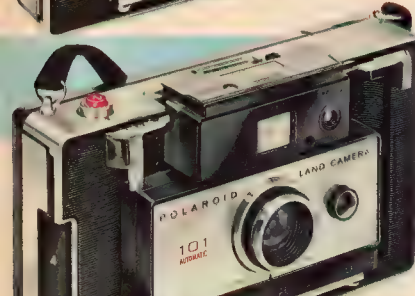
"AUTOMATIC 250" OUTFIT

NEW "AUTOMATIC 250" OUTFIT

★ Superb Zeiss Ikon Rangefinder-Viewfinder
★ Automatic Transistorized Shutter System
★ 8 Prints Per Book 3¼" x 4¼" Pictures
★ Color Prints in 60 Sec.
★ Black and White in 15 Sec.
★ Sharp Triplet Lens
★ 4 Exposure Ranges

This deluxe outfit features the **Polaroid "Automatic 250"** camera—the newest and the most advanced of the Polaroid Automatic Color Pack Cameras. This outstanding camera is equipped with an ultra-sensitive electric eye and a precisioned transistorized shutter. This unique combination produces perfectly exposed color pictures in 60 seconds, black and white pictures in 15 seconds. Picture size is 3¼"x4¼". The camera's superb rangefinder—viewfinder is made by Zeiss—Ikon of Germany. It is a single window, projected frame, superimposed type finder which automatically corrects for parallax and field size—easily and precisely focused by pressing 2 convenient finger buttons. The camera has 4 exposure ranges which assure correct shutter speed and depth of field.

4051V12400—Polaroid "Automatic 250" Camera Outfit. Consists of camera, front cover, neck strap and flash unit. Retail $159.95
4068V845—Portrait Lens Kit 9.95
4069V845—Closeup Lens Kit 9.95
3635V9980—Polaroid "Automatic 101" Camera Outfit. Consists of camera, front cover, neck strap and flash unit. Retail $124.95



"AUTOMATIC 101" OUTFIT

POLAROID "AUTOMATIC 101" OUTFIT

★ Black & White in 10 Sec.
★ Large 3¼" x 4¼" Pictures
★ Compact, Lightweight
★ Automatic Transistorized Exposure System
★ Color Prints in 50 Sec.
★ 8 Prints Per Pack
★ Coupled Rangefinder

This fine Polaroid camera outfit features the **Polaroid Color Pack "Automatic 101" Camera.** It has been engineered for economy yet employs many deluxe outstanding features. Equipped with an ultra-sensitive automatic electric eye that can measure the short, brilliant burst of a flashbulb and make a perfect exposure setting . . . **On The Spot Perfection.** It can also measure very low light levels and automatically make the correct setting for a time exposure—up to at least one second. A simplified film selector is switched either to "color" or "black and white." The automatic electric eye and the precisioned transistorized shutter automatically set the correct exposure for all pictures—outdoors or with flash. Produces perfect 3¼"x4¼" black and white or color pictures. Flash is recommended for all indoor pictures with either film type. A revolutionary new design in camera and film simplifies film loading. Both black and white and color film are supplied in packs . . . 8 exposures to a pack. Slide the pack in place, pull a tab and the camera is ready to shoot the first picture. A complete selection of accessories for the camera are listed below.

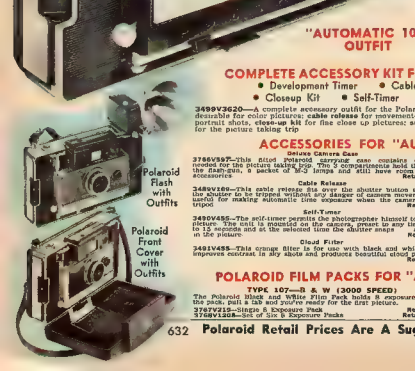
3635V9980—Polaroid "Automatic 101" Camera Outfit. Consists of camera, front cover, neck strap and flash unit. Retail $124.95

COMPLETE ACCESSORY KIT FOR POLAROID "AUTOMATIC 100, 101 & 103"

• Development Timer • Cable Release • Cloud Filter (B&W) • Portrait Kit
• Closeup Kit • Self-Timer • Deluxe Carrying Case (For Camera & Accessories)

3499V3620—A complete accessory outfit for the Polaroid Color Pack cameras. **The development timer** for exact timing . . . especially desirable for color pictures; **cable release** for movement-free shutter trip; **cloud filter** for black and white films; **portrait kit** for excellent portrait shots, **close-up kit** for fine close up pictures; **self-timer** to include yourself in your pictures; and a **deluxe case** holds everything for the picture taking trip

ACCESSORIES FOR "AUTOMATIC 250, 100, 101 & 103"



Deluxe Camera Case

3756V567—This fitted Polaroid carrying case contains everything needed for the Polaroid "Automatic 250" camera, including the camera, the flash-gun, 6 packs of M-2 lamps and film, have room for accessories Retail $11.25

Cable Release

3489V826—This cable release fits over the shutter button and allows the photographer to be tripped without change of camera movement in a useful for making automatic time exposures when the camera is on a tripod Retail $3.95

Self-Timer

3490V485—The self-timer permits the photographer himself to be in the picture. The unit is mounted on the camera, preset to any time from 1 to 15 seconds and at the selected time the shutter snaps and you're in the picture Retail $5.45

Cloud Filter

3491V485—This orange filter is for use with black and white film. It improves contrast in sky shots and produces beautiful cloud pictures Retail $5.45

Development Timer

3492V585—This handy timer is strapped to the camera and will time the development of the pictures. This is especially desirable with color shots Retail $6.95

Portrait Lens Kit

3493V780—Beautiful color or black and white portrait pictures . . . with this desirable accessory. Professional type results. Will not work with Model 250. Retail $8.95

Close-Up Kit

3494V780—Enhance the pleasure of Polaroid photography with beautiful close-up pictures. Sharp, clear detail in small objects . . . flower blooms, etc. Will not work with Model 250. Retail $8.95

Telephoto Lens Kit

3810V2300—The fine kit consists of an auxiliary telephoto lens, auxiliary wide angle lens, filter retaining rings for both lenses, combination wide angle and telephoto finder and carrying case. Will not work with Model 250. Retail $44.95

POLAROID FILM PACKS FOR "AUTOMATIC 250, 180, 100, 101, 103 & 104"

TYPE 107—B & W (3000 SPEED)

The Polaroid Black and White Film Pack holds 8 exposures. Slip the pack in the pack, pull a tab and you're ready for the first picture.

3767V219—Single 8 Exposure Pack Retail $2.65
3768V1328—Set of Six 8 Exposure Packs Retail $15.90

TYPE 108 COLOR PACK

The Polaroid Color Film Pack holds 8 exposures. Slip the pack in the back of the camera, pull a tab and you're ready for the first picture.

3769V432—Single 8 Exposure Pack Retail $8.15
3770V1194—Set of Three 8 Exposure Packs Retail $18.57

POLAROID CAMERAS

MODEL 103 COLOR PACK CAMERA

- Transistorized Shutter
- Electric Eye
- Double Image Rangefinder
- Triplet Lens

3771V6900—This model Color Pack Camera incorporates the major features of the Color Pack Camera but is offered at a more economical price. The camera body and shutter housing are made of tough, precision-finished plastic. Its transistorized shutter has 3 capacitors and the built-in electric eye provides automatic exposure control for pictures in almost every lighting situation. Features include: sharp triplet lens and double image range and viewfinder. Produces perfect 3¼"x4¼" black and white or color pictures. Has two speed settings. Flash must be used for indoor pictures with both types of film. Camera complete with front cover and nylon carrying strap ..... Retail $84.95
3772V650—Flash Gun 7.95

MODEL 103

Polaroid Color Pack Camera Comparison Chart

All Color Pack Cameras have these features:

1. Color pictures in 60 seconds
2. Black and white pictures in 10.
3. Large 3¼" x 4¼" picture size.
4. Easy pack film loading.
5. Electric eye exposure control.
6. Light weight.
7. Pictures develop outside camera.
8. Automatic exposure for flash.
9. Detachable camera cover.

CAMERA MODELS:	250	101	103	104
1. Double image, coupled rangefinder	Zeiss * see below	yes	yes	image sizer
2. Triplet lens	yes	yes	yes	duplet lens
3. Projected frame viewfinder	yes	yes	yes	conventional viewfinder
4. Portrait lens capability	yes	yes	yes	no
5. Cloud filter capability	yes	yes	yes	no
6. Brushed chrome body	yes	yes	plastic body	plastic body
7. Tripod socket	yes	yes	no	no
8. Automatic time exposure up to 10 sec. for color	yes	yes	1 sec.	1 sec.
9. 4½ volt battery	yes	yes	3 volt battery	3 volt battery
10. Complete close-up capability	yes	only b/w close-ups	only b/w close-ups	no
11. Leather carrying strap	yes	nylon strap	nylon strap	nylon strap
12. Four film speed settings	yes	2 speed settings	2 speed settings	2 speed settings
13. Automatic time exposure for black and white	yes (up to 5 sec.)	no	no	no
14. Black and white pictures indoors without flash	yes	no	no	no
15. 2 exposure range color	yes	1 color range	1 color range	1 color range
16. 2 exposure ranges b/w	yes	1 b/w range	1 b/w range	1 b/w range
17. Brushed chrome shutter housing	yes	plastic/metal housing	plastic housing	plastic housing
18. 5 capacitors	yes	4 capacitors	2 capacitors	2 capacitors

* Zeiss Ikon Rangefinder-Viewfinder

MODEL 104 COLOR PACK CAMERA

- Transistorized Shutter
- Electric Eye
- Image Sizer Rangefinder
- Duplet Lens

3773V5900—Another model Color Pack Camera that has most of the basic features of the more expensive models. The camera body and shutter housing are made of tough, precision-finished plastic. The transistorized shutter and built-in electric eye afford automatic exposure control, but a flash must be used for indoor pictures. This camera also automatically controls flash pictures. Features include a less expensive duplet lens and a simplified image sizer rangefinder. Limited accessory capability. Produces perfect 3¼"x4¼" black and white or color pictures. Transistorized shutter has only 2 capacitors. Light, compact, easy to handle. Complete with front cover and nylon carrying strap. Retail $58.95
3772V650—Flash Gun 7.95
3811V2550—Telephoto and Wide Angle Lens Kit 37.50

MODEL 104

POLAROID FILM

POLA COLOR TYPE 48 FILM

Produces pictures measuring 3¼"x4¼" in 60 seconds. The film is used in the following Polaroid models: 95, 95A, 95B, 100, 700, 110, 110A, 110B, 120, 800, 150, 160, 850, 900, and J66.

3250V194—Single Roll (8 Pictures) ..... Retail $ 4.70
3201V1087—3 Rolls (18 Pictures) 14.10

BLACK & WHITE TYPE 47 3000 SPEED FILM

Each roll produces 8 pictures measuring 3¼"x4¼" in 10 seconds. For all models except 80, 80A, 80B, and J33.

3776V1094—5 Rolls Type 47 Film ..... Retail $13.25
3777V3625—15 Rolls Type 47 Film 38.75

BLACK & WHITE TYPE 42 POLA PAN 200 FILM

A fine panchromatic film. Each roll produces 8 pictures measuring 3¼"x4¼" in 10 seconds. For all models except 80, 80A, 80B, and J33.

3776V1094—5 Rolls Type 42 Film ..... Retail $13.25
3777V3625—15 Rolls Type 42 Film 38.75

POLAROID 4x5 FILM AND FILM HOLDERS

Type 55 P/N (Positive and Negative) in 20 Seconds

3815V4811—1 Box (12 Pictures) ..... Retail $7.75
3813V1859—3 Boxes (36 Pictures) 23.85

Type 52 (Black and White Pictures) in 10 Seconds

3814V5623—1 Box (12 Pictures) ..... Retail $6.75
3812V1523—3 Boxes (36 Pictures) 20.25

Type 58 (Color Prints) in 50 Seconds

3635V1359—1 Box (12 Pictures) ..... Retail $15.00
3637V4499—3 Boxes (36 Pictures) 45.00

Polaroid 4x5 Film Holder

3816V2860—Film Holder ..... Retail $44.95

POLAROID MODEL 20

"The Swinger"

- Compact
- Popular Priced
- 15 Second On The Spot Pictures

3779V1650—The incredible compact Polaroid Land Camera that produces 2½"x3½" also black and white pictures in 15 seconds. Easy to use. Simple as red, white, and blue. Aim the camera—twist the red knob until the word "Ready" appears in the viewfinder; Press the white shutter release, push the blue film release button; pull the film out and in 15 seconds you have a beautiful black and white picture. Features a built-in flash gun for indoor shots—uses small AG-1 bulbs. Camera has a fixed focus and 1/30 second shutter speed for added convenience. Fast, instant loading; uses Type 20-3000 Speed roll film. . . . 8 exposure per roll. Compact, sturdy plastic construction. Weighs only 20 oz. Complete with wrist strap ..... Retail $19.95
3880V365—Swinger Carrying Case 3.99
3812V1523—Swinger Print Copier 5.85
3813V1509—Swinger Telephoto and Wide Angle Lens Kit 19.95

TYPE 20 POLAROID FILM

New 3000 speed roll film for Model 20 Swinger Camera. Black and white pictures, 8 per roll. Size 2½"x3½"

3779V821—8 Rolls Type 20 Film. Retail $9.95
3780V2524—15 Rolls Type 20 Film 29.85

Retail Prices May Vary in Different Trading Areas

Deluxe Polaroid 180 Outfit

- 180 Camera
- Focusing Flash
- Filter Kit
- Exposure Meter
- Custom Fitted Carrying Case

This deluxe outfit contains the Model 180 Land Camera which has many superb features. Equipped with an f/4.5 Tessinar Lens that has an aperture range down to f/90 and a precision Seiko SLV between-the-lens shutter that has speeds from 1 to 1/250th sec and a B setting for time exposures. The precision Zeiss rangefinder-viewfinder is a single-window, projected frame, super focused image type. The camera is synchronized for regular and electronic flash. Included in the outfit is the revolutionary "focusing" flash that changes the intensity of light automatically as the camera is focused ... uses the popular AG-1B flash bulbs. The camera affords quick loading using the Polaroid Black and White or Color film packs 8 exposure to a pack. The ultra-sensitive exposure meter comes in its own vinyl case. The filter kit consists of 2 filters and a lens shade plus a vinyl case. The black vinyl Custom Fitted Case holds all the accessories in addition to the camera, film and pictures

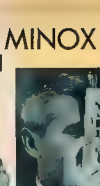
3035V20200—Deluxe Polaroid 180 Outfit	Retail $268.75
3034V14200—Polaroid 180 Camera only	169.95
3035V1800—Focusing Flashgun	28.95
3036V1500—Custom Fitted Case	15.95

3767V219 —1 B & W Film	Retail $ 2.65	3798V433 —1 Color Film	Retail $ 3.19
3768V1208—3 B & W Films	6.60	3770V1194—3 Color Film	8.95

MINOX "B" ULTRA MINIATURE AUTOMATIC CAMERA

WITH BUILT IN EXPOSURE METER

- ★ 15MM F/3.5 Complan Lens
- ★ Shutter Speeds ½ to 1/1000 Sec.
- ★ Rapid Winding—Automatic Film Advance
- ★ Focuses 8" to Infinity



MINOX "B" FILM

3290V8000—8-50 exp. cassettes "Ultra-Fine Grain" B & W Film.	Retail ea. $1.25
3291V8000—8-50 exp. cassettes "Tri-X" B & W Film.	Retail ea $1.25
3293V8200—8-50 exp. cassettes "Agfacolor" Color Print Film.	Retail ea. $2.25
3408V812—8-36 exp. cassettes "Agfachrome" Color Slide Film.	Retail ea. $5.85

3889V11006—Famous sub-miniature camera with F/3.5 lens—fits in the palm of the hand. Built-in shutter-coupled exposure meter. Luminous frame finder, parallax corrected viewfinder. Rapid winding, automatic film transport. Speeds ½ to 1/1000 sec. B and T; flash synch. Focuses 8" to inf. 8x 11mm negative affords wallet size prints, 5"x7" enlargements or larger. Accepts easy-to-load film cassette. Complete with case. Made in Western Germany Retail $149.95

3393V1016—B/C Flash	15.95
3400V378 —Leather Belt Case	5.95
3624V2125—Tripod with Case	26.50

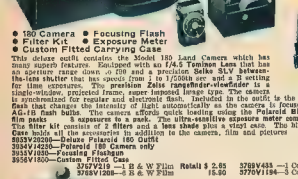
MINOX MINOTACT PROJECTOR

- Minostar F/2.7 Lens
- Semi-Automatic Changer
- 36 Slide Magazine
- Carrying Case

The compact Minotact Slide Projector is perfect for big, sparkling projections of Minox metal and glass slides. Features a powerful Minostar f/2.7 35mm lens. Smooth functioning semi-automatic slide changer. Accepts 36 slide capacity Minotact magazines. Complete with one magazine and carrying case. Made in Western Germany

3957V11006—Minotact Projector	Retail $145.95
3958V11000—Set of 6 Minotact Trays	$2.25 ea.

Telephoto & Wide Angle Lenses for Polaroid



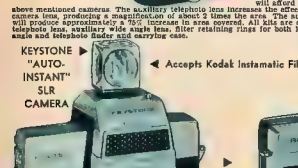
COMPLETE LENS SETS FOR POLAROID 100, 101, 103, 104 and SWINGER CAMERAS

	RETAIL
3816V8700—Polaroid 100, 101 and 103 Lens Kit	$44.95
3817V2245—Polaroid 104 Lens Kit	37.50
3818V1500—Polaroid Swinger Lens Kit	10.95

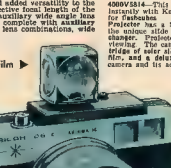
A fine accessory lens outfit which will afford added versatility to the above mentioned cameras. The auxiliary telephoto lens increases the effective focal length of the camera lens, producing a magnification of about 2 times the area. The auxiliary wide angle lens will produce approximately a 75% increase in area covered. All kits are complete with auxiliary telephoto lens, auxiliary wide angle lens, filter retaining rings for both lens combinations, wide angle and telephoto finder and carrying case.

KEYSTONE "AUTO-INSTANT" SLR CAMERA

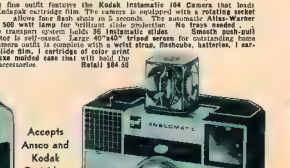
Accepts Kodak Instamatic Film



RICOH 126C-AUTOMATIC CAMERA



Accepts Ansco and Kodak Cartridge Film



POPULAR PRICED "SHOOT AND VIEW" CAMERA OUTFIT

- Instamatic 104 Camera
- Atlas-Warner Projector
- Tripod Screen

3000V8104—This fine outfit features the Kodak Instamatic 104 Camera that loads instantly with Kodak pak cartridge film. The camera is equipped with a flashing socket for flashcubes. Allows four flash shots to be recycled. The automatic Atlas-Warner Projector has a 500 watt lamp for brilliant slide projection. No trays needed ... the unique slide transport system holds 36 instamatic slides. Smooth push-pull changer. Projector is self-cased. Large 40"x40" tripod screen for outstanding home viewing. The camera outfit is complete with a wrist strap, flashcubes, batteries, 1 cartridge of color print film, and a deluxe molded case that will hold the camera and its accessories. Retail $64.50

● Single Lens Reflex ● Electric Eye

3935V10021—Instant loading with 126 Kodapak film cartridge. 4-way flashcube socket allows 4 flash shots in 8 seconds. Electric eye automatically sets lens for correct exposure. Equipped with a sharp f/2.8 lens. Extremely bright through-the-lens viewfinder with critical focusing screen. Smooth, fast film advance lever. Simple cocking device transports for next picture only after previous shot, prevents double exposure. Complete with carrying case. Retail $130.00

● Electric Eye ● Automatic Film Advance

3960V5405—Instant loading with 126 Kodapak cartridge. Spring motor automatically advances film. Flashcube socket accepts flashcubes for 4 flash shots in rapid succession. Built-in electric eye automatically sets lens for correct exposure. Fast, bright, f/2.8 lens. Easy focusing. Lens opening, zone focusing symbol and low light warning signal visible in bright through viewfinder. Complete with case. Precision made in Japan. Retail $79.95

● Flashcube Convenience ● 2 Speed Shutter

3981V1225—A complete instant-loading camera outfit at an economical price. Features the Anscomatic 126 Camera with instant drop-in cartridge loading. Built-in flashcube socket. Flashcube is rotated automatically after each picture. 2-speed shutter, 1/50th for daylight and 1/60th for flash. Simple lever film advance. Double exposure prevention. Large, easy-to-see-through viewfinder. Camera is complete with detachable wrist strap, flashcube, 1 cartridge of Anscopan Anscopak 126 film and batteries. Retail $17.95

Retail Prices Are Suggested Only and May Vary in Different Trading Areas

5 YEAR GUARANTEE

Any Smith Corona Branch Office will replace without charge (except for labor and shipping) any part that proves defective within 5 years of purchase date. No labor charge within 90 days of purchase. Warranty covers all parts except motor, rubber parts, energy cell or charger after 90 days. Does not cover damage from accident or misuse and extends only to original owner

SMITH-CORONA®

PORTABLE TYPEWRITERS

Super Sterling

SUPER STERLING™ MEETS THE TYPING REQUIREMENTS OF THE WHOLE FAMILY! Here's a newly styled version of an all-time favorite! Ideal for Dad's office at home . . . Junior's dorm or den. Feel the smooth, effortless key action and note the precision in every detail. This rugged new beauty has a full 88-character office-sized keyboard. Page-Gage tells you how far you are from the bottom of the page. Full-length tabulator sets and clears tab stops. Personal touch selector allows you to choose exactly the right touch. Quick-Set margin stops—fully visible and set with a single finger motion. Plus transparent line indicator, easily-removable platen, push variable line spacing and many more famous Smith-Corona features. Trimline™ carrying case is handsomely styled to match your airplane luggage. Available in Bengal Tan, Oasis Green or Starmist Blue . . . your choice of Pica or Elite type. Shipping weight 20 lbs.

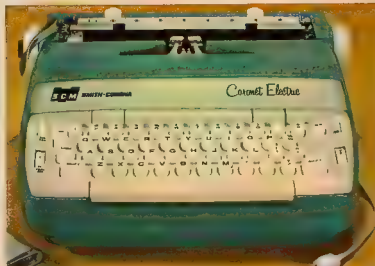
Bengal Tan

Oasis Green

Trimline Carrying Case Matches Your Airplane Luggage

908N7360—Super Sterling Typewriter. Pica type. Specify color.
909N7360—Same as above but Elite type. Specify color . . . Retail **$107.50**

SCM®



Coronet™ Electric

CORONET™ ELECTRIC—THE FIRST PORTABLE ELECTRIC TYPEWRITER! The last word in typing ease and speed! Simply touch the keys and electricity does the work for you. Type as fast as you want . . . get print perfect letters . . . precise spacing, even stroke, even impression. Makes learning a breeze for beginners, too. American made portable features a full 88-character office-sized keyboard and electric shift keys. Five automatic electric repeat actions—dashes, spaces, dots, underlines and "X's." Full length tabulator; key sets and clears, personal touch selector, erasure table. Quick-Set visible margins and Page Gage to tell you how far you are from the bottom of the page. Exclusive Copy Set dial, versatile transparent line indicator, variable line spacing, retractable paper support arms, removable color matched platen. All metal vinyl covered Trimline™ carrying case. In Metallic Light Gray, Spring Green or Starmist Blue . . . Pica or Elite. Shipping wt. 27 lbs.

Light Gray

Spring Green

All Metal Vinyl Covered Trimline Carrying Case

870N11746—Coronet Electric Portable Typewriter. Pica type. Specify color.
874N11746—Same as above but Elite type. Specify color . . . Retail **$149.50**

SCM®

Electrically Adds, Subtracts & Multiplies

Retractable Carrying Handle

Lightweight FIGUREMATIC®

All-Electric Adding Machine

Easy-to-learn, easy-to-use adding machine for the homemaker or professional. Ideal for salesmen, clubwomen and students. An ingenious 8-lb. electric brain that does your adding, subtracting and multiplying automatically! Checks everything from store bills to a store inventory . . . fast as you can click off the items. Through creative engineering, many parts and assemblies were combined into a single, more efficient unit for greater durability, accuracy and portability. "Hand-Span" keyboard is easy to use . . . has extra-sensitive key response. Goes wherever you go—tuck in the cord, snap on the cover and pull out the retractable case handle. Easy-to-read type . . . clearly printed tape. Transparent tear-off strip. Combined digit indicator and clear key simplify operation. Lists 7 columns of figures ($99,999.99) and totals 8 ($999,999.99). Weighs only 8 lbs., measures a compact 9x13x7". Pacific Green. Shipping weight 10½ lbs.

858N6468—Figurematic Electric Adding Machine . . . . . Retail **$86.50**

9x13x7

Be Sure to Specify Color Desired

HERMES

HERMES 299 Electric Adding Machine. Rugged electric motor for dependability and ease of operation. The extremely high operating speed permits remarkable efficient handling. Features: automatic credit balance, repeat key, correction key, non-add key, clear transparent paper guide so all figures can be read at all times, finger contoured key tops for smooth control. Lists 10 columns, totals 11. Qualifies for taking on most office jobs, and can be easily carried any place. Only 12½ lbs.
912N15644—**HERMES Electric Adder**.....Retail $189.60

NOTICE—Hermes machines are sold by us only to retailers for resale or sold by us for awards, premiums or prizes on a bona fide purchaser order.

HERMES 199 Manual Adding Machine. Rugged and compact meeting the demands of practically any application any place. The smooth manual handle action and convenient release key for releasing keys pushed in error help speed operation. Credit balance and two color ribbon. Lists 7 columns, totals 8. This light weight, light touch, 8½ lbs. adding machine occupies an area smaller than a regular sheet of typing paper. Perfect for home use or as a portable unit to use while traveling.
913N7164—**HERMES Manual Adder**.....Retail $99.80

★ The Hermes ROCKET for the SWISS TOUCH

★ Fast Action—Light and Responsive

★ The Finest, Most Compact Portable Ever Made

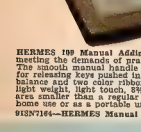
★ Every Important Feature You Need for Fast Accurate Typing

Hermes ROCKET—truly a lightweight portable typewriter with many of the features found only in larger typewriters, every important feature you need for fast, accurate typing. Full sized keyboard: 42 characters. Full sized carriage, three line spacing plus half line spacing for typing such symbols as H_2O and 90°. Semi-automatic margin stops. Device for drawing lines by hand. Paper support with automatic release. End of page indicator. Intermediate table for hand written remarks and corrections. Three ribbon positions. Finger-tip molded keys. 8 lbs. of never duplicated quality that can be stored in a desk drawer, or even carried in an attache case. Ideal for students, travelers and home use.

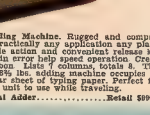
914N4320—**Hermes Rocket Typewriter—Pica Type**.....Retail $54.95

915N4320—**Hermes Rocket Typewriter—Elite Type**.....Retail $54.95

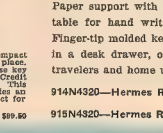
PENCIL SHARPENERS



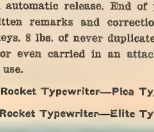
642N897—Pencil Sharpener. Self starting at the touch of a pencil. Operates on transistor type batteries at high r.p.m. Precision ground steel cutter for peak performance. Styrene case in attractive green color.
Sugg. Retail $12.95



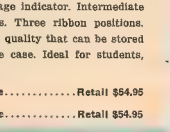
875N1197—Electric Pencil Sharpener. Sharpens automatically leaving a beautiful shaven surface. Sealed in motor prevents scraps from clogging. Two-tone plastic body in grey and ivory. 115 Volts. AC only. UL approved.
Sugg. Retail $19.95



916N1197—SKIPPER Pencil Sharpener, an authentic replica of a deep sea fisherman's reel. Practical, yet an exciting conversation piece. Will fit the decor of any home or office. Electroplated-gold Pencil Sharpener mounted on 6"x3½" Walnut base. Self adjusting to any size pencil. Micro-honed twin cutter.....Retail $19.95



917N2397—APSCOMATIC Electric Pencil Sharpener a must for the busy office. Micro-switch, instantly activates the motor when pencil is inserted. Self-adjusting pencil chuck. Totally enclosed and permanently lubricated motor and gear train. Precision, quality cutterhead assembly. Walnut grain vinyl covered all-steel case.....Retail $29.95



807N400—Cordless Electric Pencil Sharpener. Operates on three ordinary "D" batteries (Batteries not included). Simple to operate; insert pencil for automatic sharpening. Highly polished Black plastic case with rubber bumpers to protect desk surface. Sugg. Retail $3.95

SMITH-CORONA®
PORTABLE TYPEWRITERS

SPECIAL OFFER $3.95

10-Day Touch Typing Course with purchase of any Smith-Corona Portable Typewriter. 5 Columbia records, easel type instruction book.

Galaxie II

Features Changeable Type. √ π ∫ ∞ ≈ ±
Over 50 signs, symbols, or accents that may be added without changing your keyboard

GALAXIE® II —DELUXE PORTABLE WITH BIG MACHINE EFFICIENCY AND CHANGEABLE TYPE™! This magnificent new American made portable is styled and priced for student and general home use. Ideal for those who prefer a portable, yet require a machine that delivers heavy-duty performance. You'll feel the sense of absolute, effortless control in your fingertips. Features include: full 88-character keyboard; jeweled escapement; cushioned return lever; Changeable Type™ bar lets you add special characters. Six optional sets of 8 characters each available; accents, signs, and symbols. Transparent line indicator; personal touch selector; erasure table; Page Gage and Quick-Set margins; variable line spacing, retractable paper support arms; removable color matched platen; forward glide top deck; and much more. Metallic Gold, Charcoal Gray, or Metallic Blue. Pica or Elite. Wt. 21 lbs.

Charcoal Gray

Metallic Blue

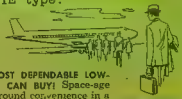
Trimline™ Carrying Case Matches Your Airplane Luggage

861N9128—Galaxie II Deluxe Typewriter. Pica type. Specify color.
873N9128—Same as above but Elite type. Specify color. Retail **$116.50**

SCM®

PICA type. ELITE type.

Corsair



CORSAIR®—THE FINEST, MOST DEPENDABLE LOW-PRICED TYPEWRITER MONEY CAN BUY! Space-age styling combined with all-around convenience in a moderately priced portable. Weighs just 9 lbs., yet built to deliver years of heavyweight performance. Take it along to school, to work or on vacation with you. It's a durable traveler—precision in miniature character regular size keyboard with 84 characters. Page Gage™ that tells how far you are from the bottom of the page. Quick-Set™ margin stops—fully visible and set with a single finger motion. Convenient retractable paper support arms. Pre-Set™ tabulator—one stroke moves carriage to tab stops quickly and accurately. Half spacing for error control; key touch selector lets you choose the touch that's just right for you. Trim design and sturdy Cyoclac body give a modern look; superstrength, deluxe unified base and handy carrying case. Available in Beige or Blue . . . Pica or Elite type. Shpg. wt. 12 lbs.

Unified base and carrying case

854N3883—Corsair Typewriter. Pica type. Specify color.
871N3883—Same as above, but Elite type. Specify color. Retail **$56.50**

SCM®

SCM®

Deluxe 890 ADDING MACHINE

Adds, Subtracts and Multiplies Electrically

FOR EVERYONE WHO FIGURES! Engineered for every type of business and profession. Quiet and portable, heavy duty for every office. Or use it at home or on the farm. Adds, subtracts and multiplies electrically. Designed with the operator in mind, this remarkable American-made unit has advanced design and mechanical features throughout. Adds 8 columns ($999,999.99) and totals 9 columns ($9,999,999.99). This ingenious adding machine features Hand-Span keyboard for easier operation and increased efficiency. Transparent tear strip keeps all entries on the tape visible. Keyboard correction key eliminates incorrect items before machine is operated. King size add bar for greater ease and speed of operation. These advances speed up your figuring work and assure you greater accurary and efficiency. 9' detachable cord and dust cover included. 5¾x8x12" long. Charcoal Grey. Shipping weight 14½ lbs.

869N9364—Deluxe Electric Adding Machine. Retail **$133.50**

Figure on the Best-Smith Corona Office Machines

She'll fall in love with a Diamond Lady Rockford

Each is an exquisite piece of jewelry as well as an accurate timepiece

ROCKFORD PRECISION 18 74

DIAMOND MARLENE

- 38 DIAMONDS
- 17 JEWELS

A beautifully designed 14K White Gold case and bracelet with 38 sparkling Diamonds (total weight .78 ct.) Quality 17 jewel movement.

1294DW30150 Retail $602.00

DIAMOND VICTORIA

- 28 DIAMONDS
- 17 JEWELS

Extremely desirable diamond watch and attachment. 14K White Gold set with 28 fine Diamonds (total weight .47 ct.). Quality 17 jewel movement.

1296DW20950 Retail $419.00

DIAMOND JULIET

- 6 DIAMONDS
- 17 JEWELS

Smartly styled in 14K White Gold, set with 6 fine Diamonds (total weight .24 ct.) Quality 17J movement. Black silk cord with safety catch

1295DW11420 Retail $228.50

DIAMOND EMILY

- 22 DIAMONDS
- 17 JEWELS

Captivating style and superior workmanship in 14K White Gold with 22 sparkling fine quality Diamonds (total weight .64 ct.). Dependable 17J movement. Black silk cord with safety catch

1297DW20150 Retail $403.00

ROCKFORD *18 KARAT GOLD LADIES' WATCHES*

CHRISTINE

Dainty and petite, case lapped to a mirror-like finish Elegant 18K yellow gold case Quality 17 jewel movement. Genuine sapphire crystal, gold markers on the dial. Unbreakable mainspring, shock-absorbing. Fine suede strap

5013W7500 Ret. $150.00

NINA

Simple and graceful is this creation in mirror-like finish. 17 jewel fine movement. Dainty 18K yellow gold case Genuine sapphire crystal, dial with gold markings. Unbreakable mainspring, shock-absorbing Fine suede strap

5014W9900 Ret. $200 00

HELENA

Captivating in its execution. Gracefully fashioned marquise shape 18K yellow gold case. Quality 17 jewel movement Genuine sapphire crystal, gold markers on dial. Unbreakable mainspring, shock-absorbing. Fine suede strap

5015W11000 Ret. $220.00

PRINCESS

Elegant simplicity. 17 jewel movement of guaranteed accuracy 18K white gold case lapped to a mirror-like finish Quality 17 jewel movement. Genuine sapphire crystal, dial with gold markings. Unbreakable mainspring, shock-absorbing Fine suede strap

5016W10800 Ret. $220.00

DIANA

Exquisite 17 jewel creation features a gleaming yellow top with stainless steel back. Faceted crystal. Shock-absorbing movement, unbreakable mainspring. Tapered adjustable expansion bracelet accents the beauty

5017W5000 Retail $100.00

NATALIE

Dependable 17 jewel movement set in a beautiful round case Features a yellow top with stainless steel back, and a faceted crystal Unbreakable mainspring shock absorbing Elegant flexible adjustable expansion bracelet.

5018W5000 Retail $100.00

ROCKFORD PRECISION 18 74

Rockford

Rockford now presents an assortment of quality time pieces —transportation models, electrics, fine dress watches, calendars, automatic, waterproof, and fine ladies watches.

ROCKFORD
AUTOMATIC WATERPROOF 17 JEWEL*

- SHOCK-RESISTANT
- UNBREAKABLE MAINSPRING
- ANTI-MAGNETIC
- SWEEP SECOND

■ **Cavalier**
Fine 17 Jewel automatic movement. Waterproof* case. Luminous dial with outside minute circle and sweep second hand. Shock-absorbing movement, anti-magnetic, unbreakable mainspring. Expansion band
5006W5200—Yellow top, stainless steel back Retail $105.00

■ **Cavalier "W"**—Same as above in stainless steel case.
5007W4600 Retail $95.00

■ **Nassau**
Automatic 17 jewel shock-absorbing movement. Modern luminous dial with sweep second hand. Waterproof* case, unbreakable mainspring, anti-magnetic Adjustable expansion band.
5008W5200 Retail $105.00

Rockford Watch Guarantee
This is to certify that all Rockford watches are fully guaranteed against defective material and workmanship
Rockford Watch Co. Ltd
Chicago, Illinois 60603

Cavalier Nassau

ROCKFORD *"WINNEBAGO"*

- Heavy Duty Case
- 17 Jewel
- Shock-Resistant
- Unbreakable Mainspring
- Durable Construction

17 J Railroad type pocket watch Shock-absorbing movement with unbreakable mainspring Heavy duty case Fully numbered minute track Black enameled arabic figures Durably constructed
5009W3260—Yellow case Retail $55 00
5010W3260—Chrome plated case Retail $55 00

- NEVER NEEDS WINDING
- FULLY GUARANTEED
- NEVER NEEDS ELECTRICAL ADJUSTMENTS

■ **METEOR**
Ideal watch for the man who appreciates dependability and convenience White top, stainless steel back. Shock resistant movement, waterproof*. Modern luminous dial with sweep second hand. Matching J-B expansion band
5027W3450 Retail $57.50

■ **SATURN**
A handsome watch with amazing accuracy and rugged reliability Yellow top, stainless steel back Waterproof*, shock resistant, anti-magnetic. Luminous dial with sweep second hand. Attractive J-B expansion band
5028W3600 Retail $59.95

- SHOCK-RESISTANT
- ANTI MAGNETIC
- WATERPROOF*

■ **VIKING**
Dependable performance and smart too Waterproof* case with white top, stainless steel back Luminous dial with sweep second hand Shock resistant, anti-magnetic Handsome J-B expansion band
5029W3450 Retail $57.50

ROCKFORD *"ADMIRAL"*
17 JEWEL WATERPROOF WATCH*

- SWEEP SECOND
- LUMINOUS
- SHOCK-RESISTANT

Designed for handsome appearance in durable waterproof* case Dependable shock-absorbing 17 jewel movement Modern luminous dial with sweep second hand Unbreakable mainspring, anti-magnetic. Matching full expansion band.

■ **Admiral "W"** — All stainless steel case.
5011W3780 Retail $75.00

■ **Admiral** — Yellow top, stainless steel back.
5012W4040 Retail $80.00

Every Rockford watch comes beautifully gift boxed

Rockford SELF-WINDING CALENDAR WATCHES

Prestige Styling . . . Most-Wanted Features

AUTOMATIC
Weight oscillates with wrist motion winding the watch

CALENDAR
Tells the day of the month.

SWEEP SECOND HAND
Long hand sweeps entire dial each minute

SHOCK-RESISTANT
Every watch has shock-proof incabloc feature

UNBREAKABLE MAINSPRING
Guaranteed for the life of the watch

ROCKFORD
18 KARAT GOLD

- Automatic
- Calendar
- Waterproof*

Executive — Fashionable 18K yellow gold watch with rich alligator strap. Precision crafted to attain the heights of accurate timekeeping. 17 jewel shockproof automatic movement with sweep second hand. Calendar dial with gold markers Waterproof*, unbreakable mainspring, anti-magnetic.
5000W9850 Retail $200.00

ROCKFORD
DRESS WATCH

- Automatic
- Calendar
- Sweep Second

Montclair—New and distinctive square automatic watch. The gentlest wrist movement winds this elegant 17 jewel quality watch. Calendar model gives time and date automatically. Yellow top, stainless steel back. Shock absorbing movement, unbreakable mainspring, anti-magnetic. Handsome alligator strap.
5001W5920 Retail $120.00

**If case, crystal and crown remain intact*

ROCKFORD *"COMMANDER"*
AUTOMATIC CALENDAR WATCHES

- Waterproof*
- Sweep Second
- Shock-Resistant

Dynamic and handsome automatic-calendar model. 17 jewel shock-absorbing movement. Tells time and date automatically. Waterproof*, anti-magnetic, unbreakable mainspring. Modern dial with outside minute circle and sweep second hand. Highly styled J-B florentine fold over buckle band.

■ **Commander** — Yellow top, stainless steel back.
5002W5950 Retail $120.00

■ **Commander "W"** — All stainless steel case.
5003W5730 Retail $115.00

ROCKFORD *"CONCORD"*
AUTOMATIC CALENDAR WATCHES

- Waterproof*
- Sweep Second
- Shock-Resistant

Superb new 17 jewel watch perfectly styled for dress or business wear. Designed for handsome appearance in durable waterproof* case. Accentuating calendar window, sweep second hand. Shock absorbing movement, unbreakable mainspring, anti-magnetic. Matching J-B florentine fold over buckle band.

■ **Concord** — Yellow top, stainless steel back.
5004W5950 Retail $120.00

■ **Concord "W"** - All stainless steel case.
5005W5350 Retail $105.00

Bennett Brothers, Inc.—Your Source for Excellent Watch Values

'the West' to the mass market!

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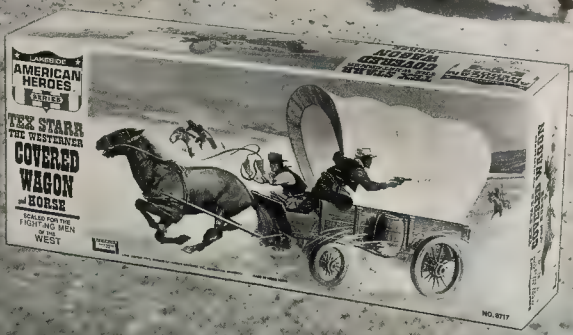
From out of the Old West
rides a new American Hero–
TEX STARR!
Lakeside's
Powerful New Selling Personality!
"American Heroes"–
Super-flex play figures
that bend and twist into
thousands of action positions.
Hitch your wagon to a Starr...

Lakeside's 'Tex Starr'-Selling

Merchandise for every type of toy outlet.

- Blister Cards for impulse selling: Tex Starr, Brave Warrior, Pony Soldier, and a horse for each.
- Gift-Packaged Horse & Rider Sets.
- Popular-Priced Accessory: Covered Wagon with Horse.

Powered by a $1,000,000 spot TV campaign in over 100 markets. Timed to the "Western" trend on network TV.



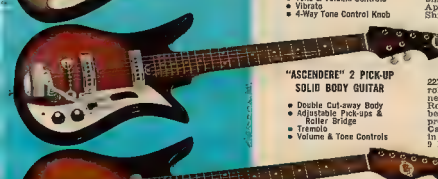
Electric Guitars

"SUPREME" 4 PICK-UP SOLID BODY GUITAR

- Reinforced Neck
- Vibrato
- Adjustable Pick-Ups
- Tone Selectors

"SUPREME" 4 PICK-UP SOLID BODY GUITAR WITH CASE

2888MF16695—21 Nickel Plated Frets; 4 Magnetic Adjustable Pickups; 6 Automatic Tone Selectors; Tone and Volume Controls; Vibrato Arm Control; Adjustable Bridge; Beautiful Fingerboard; Pick Guard. Quality constructed in Italy. Approx. Size. 41½" l. x 14" w. x 1¾" d. Celluloid simulated Pearl-like finishes: White Checkered Pearl; Gold, Blue, Red or Silver Sparkle Tinsel. Specify Color. Ship. wt. approx. 20 lbs. F.O.B. Illinois Only. Sugg. Retail $265.00



"CAPRI" 3 PICK-UP SOLID BODY GUITAR

- Adjustable Pick-Ups and Bridge
- Tone & Volume Controls
- Vibrato
- 4-Way Tone Control Knob

"CAPRI" 3 PICK-UP SOLID BODY GUITAR WITH CASE

2889MF13580—21 Nickel Frets; 3 Adjustable Pickups with Vibrato; Rosewood Fingerboard with Pearl Inlaid Position Dots, bound edges; Adjustable Steel Truss Rod; Adjustable Bridge; Tone and Volume Controls; 4-Way Tone Control Knob; Pick-Guard. Combines quality Italian-craftsmanship with beauty and performance. Approx. Size. 40½" l. x 13½" w. x 1¾" d. Beautiful Sunburst Finish. Ship. wt. approx 19 lbs. F.O.B. Illinois Only. Sugg. Retail $200.00

"ASCENDERE" 2 PICK-UP SOLID BODY GUITAR

- Double Cut-away Body
- Adjustable Pick-ups & Roller Bridge
- Tremolo
- Volume & Tone Controls

"ASCENDERE" 2 PICK-UP SOLID BODY GUITAR ONLY

2278G3990—Two deluxe pick-ups; friction free adjustable chromed roller bridge; two standby switches. Removable, adjustable neck is laminated for extra strength and features a 22 fret Rosewood fingerboard with 10 inlaid position markers. Delicate bevel contours the whole body. Etched, polished striped plate protects beautiful lacquered finish. Skillfully crafted in Japan. Case not included. Approx. Size: 38" l. x 11" w. x 1¾" d. Available in Mah. Sunburst, Red or Ivory White. Specify. Ship wt approx. 9 lbs. Sugg. Retail $85.50

2282G1950—Deluxe Plush Lined Case Only. Ship. wt approx. 15 lbs. Sugg. Retail $38.95

2285G638—Chipboard Case Only. Polyethylene coated. Ship. wt. approx 9 lbs. Sugg. Retail $12.95

SINGLE PICK-UP SOLID BODY GUITAR

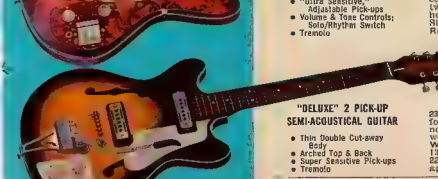
- Deluxe Pick-Up
- Rosewood Fingerboard
- Steel Reinforced Neck
- Vibrato
- Tone & Volume Controls

SINGLE PICK-UP SOLID BODY GUITAR WITH CASE

2279G2380—Double cut-away body electric guitar with one adjustable deluxe pick-up, adjustable chrome integral bridge and tailpiece, Volume and tone controls. Removable steel reinforced neck; 22 fret Rosewood fingerboard with 10 inlaid position markers. Quality crafted in Japan. Case not included. Approx Size 38" l. x 11" w. x 1¾" d. Beautiful Mahogany Sunburst finish. Ship. wt. approx. 9 lbs. Sugg. Retail $51.00

2282G1950—Deluxe Plush Lined Case Only. Ship. wt approx. 15 lbs. Sugg. Retail $38.95

2285G638—Chipboard Case Only. Polyethylene coated. Ship. wt. approx. 9 lbs. Sugg. Retail $12.95



"ULTRA DELUXE" 2 PICK-UP SEMI-ACOUSTICAL GUITAR

- Highly Resonant Body
- Reinforced Neck
- Vibrato
- Tone & Volume Controls

"ULTRA DELUXE" 2 PICK-UP SEMI-ACOUSTICAL GUITAR WITH CASE

2949MF14630—Made of the finest wood with elegant celluloid trim around the top and back edges and both sides of the neck. Detachable neck, reinforced with adjustable truss rod. Pick-ups permit individual adjustment for desired emphasis and overall balanced response. Tone and volume controls; Vibrato; 2 pick-ups; luxurious pickguard; pick guard. Quality crafted in Italy. Approx. Size: 14½" w. x 1¾" d. x 41" l. Blonde or Red Sunburst. Specify. Ship. wt. approx. 21 lbs. F.O.B. Illinois Only. Sugg. Retail $222.00

2 PICK-UP "SLIM-BODIED" SEMI-ACOUSTICAL GUITAR

- Thin Body
- "Ultra Sensitive," Adjustable Pick-ups
- Volume & Tone Controls; Solo/Rhythm Switch
- Tremolo

2 PICK-UP "SLIM-BODIED" SEMI-ACOUSTICAL GUITAR ONLY

2280G7420—Large deluxe thin body with both front and back individually shaped and contoured. Ultra thin removable and adjustable neck is laminated for extra strength; 22 fret Rosewood fingerboard. Adjustable friction free roller bridge; chromed compression tremolo; velvet touch noiseless standby switches; two tone laminated pick guard; individual chromed machine heads. Expertly crafted in Japan. Case not included. Approx. Size: 42½" l. x 14¼" w. x 1¾" d. Available in Yellow Sunburst, Red Sunburst or Ivory White. Specify. Ship. wt. approx. 10 lbs. Sugg. Retail $158.95

2286G675—Chipboard Case Only. Polyethylene coated. Ship. wt. approx. 9 lbs. Sugg. Retail $13.50

"DELUXE" 2 PICK-UP SEMI-ACOUSTICAL GUITAR

- Double Cut-away Body
- Arched Top & Back
- Super Sensitive Pick-ups
- Tremolo

"DELUXE" 2 PICK-UP SEMI-ACOUSTICAL GUITAR ONLY

2323G5600—Double cut-away body; slender, adjustable steel reinforced neck, graceful arched top and back for greatest comfort; noiseless velvet-touch rocker pick-up switches, adjustable Rosewood bridge; tremolo; all chromed trim and guard plates Ivory White or Red Sunburst. Specify. Crafted in Japan. Approx. Size: 13½" w. x 2" d. x 39" l. Ship. wt approx. 9 lbs. Sugg. Retail $119.95

2287G638—Chipboard Case Only. Polyethylene coated. Ship. wt approx. 9 lbs. Sugg. Retail $12.95

"SUPER DELUXE" ELEC. BASS GUITAR-AMP. OUTFIT

Guitar Features:
- 2 Ultra Sensitive Pick-ups
- Ebony Neck & Fingerboard
- Tone, Vol. & Standby Switches
- Guitar-Amp. Connecting Cord
- Plush Lined Deluxe Guitar Case
- Guitar Instruction Book

Amplifier Features:
- Powerful Prof. 50 Watt Amp.
- 15" Hvy. Duty Speaker
- 3 Inst. Inputs

2289G40423—Deluxe quality Bass outfit designed for the more advanced guitarist. Consists of: 2277G15400—"Super Deluxe" 2 Pick-up Bass Elec. Guitar and 2282G1950—Deluxe Plush Lined case from page 440; 2995MF25200—50 Watt Prof. Amp from page 437 plus Connecting Cord and Instruction Book. Guitar is available in Metallic Blue, Metallic Red or Ivory White. Specify Guitar Color. Ship. wt. approx. 87 lbs. Sugg. Retail $732.50

2277G15400—"Super Deluxe" 2 Pick-up Elec. Bass Guitar Only from above outfit. Less case and Instruction Book. With connecting cord. Specify Color. Ship wt. approx 11 lbs. Sugg. Retail $329.95

2995MF25200—Prof. 50 Watt Amplifier Only from above outfit. Ship. wt. approx. 60 lbs. Sugg. Retail $399.95

"ELITER" SOLID BODY ELEC. GUITAR-AMP. OUTFIT

Guitar Features:
- 3 Split Pick-ups To Produce Stereo
- 5 Self-Cancelling Switches
- Two Channel Outputs
- Guitar-Amp. Connecting Cord
- Plush Lined Guitar Case
- Guitar Instruction Book

Amplifier Features:
- "Deluxe Prof." 100 Watt Amp.
- Twin 15" Speakers
- Reverb & Tremolo

2290G52792—For the Professional . . the ultimate in design and performance. Consists of 2273G17500 "Eliter" Elec. Guitar and 2282G1950—Deluxe Plush Lined Case from page 440; 2994MF36120—"Deluxe Prof." Amplifier from page 437 plus Connecting Cord and Instruction Book. Guitar is available in Metallic Blue, Metallic Red or Ivory White. Specify Guitar Color. Ship. wt. aprox. 118 lbs. Sugg. Retail $916.95

2273G17500—"Eliter" Elec. Guitar Only from above outfit. Less case and instruction book. With connecting cord. Specify Color. Ship. wt. approx. 11 lbs. Sugg. Retail $374.95

2994MF36120—"Deluxe Prof." 100 Watt Amplifier Only. Ship. wt. approx. 91 lbs. Sugg. Retail $550.00

"ROYAL" ELEC. GUITAR-AMP. OUTFIT

Guitar Features:
- 3 Pick-up Guitar
- Chromed Roller Bridge; Vol. & Tone Controls
- Tremolo
- Guitar-Amp. Connecting Cord
- Guitar Carrying Case
- Guitar Instruction Book

Amplifier Features:
- 5 Tubes, 4 Inst. Inputs
- 12" Jensen Speaker
- 2 Separate Channels

2291G10785—Quality Student Outfit—great for dances, parties etc. Consists of: 2190G4970—"Royal" 3 Pick-up Elec. Guitar and 2285G638—Chipboard Case from page 440; 2251G5745—Five-Tube Amplifier from page 436 plus Connecting Cord and Instruction Book. Guitar is available in Metallic Red, Metallic Blue, Mah. Sunburst or Ivory White. Specify Guitar Color. Ship. wt. approx 43 lbs. Sugg. Retail $223.95

2190G4970—"Royal" 3 Pick-up Elec. Guitar Only from above outfit. Less case and instruction book. With connecting cord. Specify Color. Ship. wt. approx. 15 lbs. Sugg. Retail $106.50

2251G5745—Five-Tube Amplifier Only from above outfit. Ship. wt. approx 23 lbs. Sugg. Retail $114.00

"DELUXE" 3 PICK-UP ELEC. GUITAR AMP. OUTFIT

Guitar Features:
- Sensitive Pick-ups
- 3 Vol. & Tone Controls; 3 Standby Switches
- Tremolo; Solo/Rhythm Switch
- Guitar-Amp. Connecting Cord
- Guitar Carrying Case
- Guitar Instruction Book

Amplifier Features:
- Deluxe 40 Watt Amp.
- 12" Speaker, 3 Inputs
- Reverb & Tremolo

2292G24413—Deluxe quality outfit for the aspiring professional. Consists of. 2275G6160—"Deluxe" 3 Pick-Up Elec. Guitar and 2281G638—Chipboard Case from page 440; 2996MF18900—Deluxe 40 Watt Amp. from page 437 plus Connecting Cord and Instruction Book. Guitar is available in Metallic Blue, Metallic Red, Mah. Sunburst or Ivory White. Specify Guitar Color. Ship wt. approx 61 lbs. Sugg. Retail $423.95

2275G6160—"Deluxe" 3 Pick-Up Elec. Guitar Only from above outfit. Less case and instruction book. With connecting cord. Specify Color. Ship. wt. approx 11 lbs. Sugg. Retail $131.95

2996MF18900—Deluxe 40 Watt Amplifier Only from above outfit. Ship wt. approx 40 lbs. Retail $299.95

Complete Line of Solid Body Elec. Guitar-Amp. Outfits—Shipped From N. Y. or Illinois

Solid Body Electric Guitars

"Elite" Guitar
- 3 Split Pick-Ups To Produce Stereo
- 5 Self-Cancelling Switches
- Two Channel Outputs
- Volume Control For Each Channel
- Tremolo

"ELITER" SOLID BODY ELECTRIC GUITAR ONLY

2273G17590—Crafted from Mah. wood, finished with 7 coats of lacquer, individually hand rubbed. Trim following contour of body inlaid by hand. Adjustable 5-ply laminated Ebony Neck; Ebony Fingerboard. Unique position markers; extra wide frets. Five self-cancelling switches re-produce sounds ranging from treble to bass—any combination can be played to achieve an infinite variety of sounds. Guitar can be played Monaurally or Stereophonically at flick of switch. Adjustable bridge. Expertly crafted in Japan. Case not included. Approx. Size: 41" l x 14½" w x 2½" d. Available in Metallic Blue, Metallic Red or Ivory White. Specify. Ship. wt. approx. 11 lbs. Sugg. Retail $576.95

2282G1940—Deluxe Plush Lined Case. Ship wt approx. 15 lbs. Sugg. Retail $38.95

Super Deluxe" 4 Pick-Up Guitar
- 4 Adjustable Pick-Ups
- Adjustable, Friction Free Deluxe Roller Bridge
- Chrome Plated Go-Go Tremolo
- Volume & Tone Controls; 4 Standby Switches
- 3-Position Selector Switch For Solo/Rhythm & Super Bass

"SUPER DELUXE" 4 PICK-UP GUITAR ONLY

2274G7080—Spring loaded muffler. Body shaped and contoured for perfect body comfort and additionally enhanced by a beveled contour. Slim fast action removable and adjustable neck. Neck is laminated for extra strength and features a 22 Rosewood fingerboard. All working surfaces of lacquered body protected by striped chrome plate. Quality crafted in Japan. Case not included. Approx. Size: 39½" l x 12" w x 1½" d. Available in Mah. Sunburst, Metallic Red, Metallic Blue or Ivory White. Specify. Ship. wt. approx. 11 lbs. Sugg. Retail $149.95

2282G1950—Deluxe Plushed Lined Case Only. Ship. wt approx 15 lbs. Sugg. Retail $38.95

2281G638—Chipboard Case Only. Polyethylene coated. Ship. wt. approx 9 lbs. Sugg. Retail $12.95

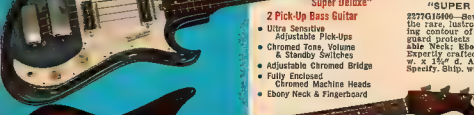
"Deluxe" 3 Pick-Up Guitar
- Ultra-High Sensitive Pick-Ups
- GO-GO Tremolo
- 3 Standby Switches
- Solo/Rhythm Switch
- 3 Volume & Tone Controls

"DELUXE" 3 PICK-UP GUITAR ONLY

2276G6160—Double cut-away body; deluxe universally adjustable, friction free roller bridge. Body is shaped for perfect comfort when playing and features a delicate styled bevel around its periphery. Laminated, removable and adjustable neck features a 22 fret Rosewood fingerboard. Individual chromed machine heads. Polished striped protective plate. Expert Japanese craftsmanship. Case not included. Approx. Size: 41" l x 12" w x 1½" d. Available in Metallic Blue, Metallic Red, Mah. Sunburst or Ivory White. Specify. Ship. wt. approx. 11 lbs. Sugg. Retail $131.95

2282G1950—Deluxe Plush Lined Case Only. Ship. wt. approx. 15 lbs Sugg. Retail $38.95

2281G638—Chipboard Case Only. Polyethylene coated Ship. wt. approx. 9 lbs. Sugg. Retail $12.95



"Reveler" 2 Pick-Up Guitar
- Super Sensitive Adjustable Pick-Ups
- Tremolo
- Adjustable Friction Free Roller Bridge
- Solo/Rhythm Switch
- Two Volume & Tone Controls

"REVELER" 2 PICK-UP GUITAR ONLY

2276G5230—Deluxe double cut-away body. Color coded standby switches. Body is contoured both front and back with a delicate bevel ringing its periphery. Laminated neck is adjustable and removable and features a 22 fret oval Rosewood fingerboard with 10 inlaid position markers. Chromed individual machine heads. Etched and polished striped protective plate. Skillfully crafted in Japan. Case not included. Approx. Size 39¾" l x 12" w x 1½" d. Available in Metallic Red, Metallic Blue, Mah. Sunburst or Ivory White. Specify. Ship. wt. approx 10 lbs. Sugg. Retail $112.50

2282G1950—Deluxe Plushed Line Case Only. Ship. wt approx. 15 lbs. Sugg. Retail $38.95

2283G750—Chipboard Case Only. Ship. wt approx. 8 lbs. Sugg. Retail $14.95

"Royal" 3 Pick-Up Guitar
- Double Cut-Away Body
- Adjustable Friction Free Chromed Roller Bridge
- Volume & Tone Controls
- Tremolo
- Rosewood Fingerboard

"ROYAL" 3 PICK-UP GUITAR ONLY

2190G4970—Beautifully lacquered hardwood body is shaped both front and back and is contoured both front and back with a delicate bevel ringing its periphery. Laminated neck is adjustable and removable and features a 22 fret oval Rosewood fingerboard with 10 inlaid position markers. Chromed individual machine heads. Etched and polished striped protective plate. Skillfully crafted in Japan. Case not included. Approx. Size 39¾" l x 11¾" w x 1½" d Available in Mah. Sunburst, Metallic Red, Metallic Blue or Ivory White. Specify. Ship. wt. approx 10 lbs. Sugg. Retail $186.50

2282G1950—Deluxe Plush Lined Case Only. Approx ship. wt. 15 lbs. Sugg. Retail $38.95

2285G638—Chipboard Case Only. Polyethylene coated Approx ship wt 9 lbs Sugg. Retail $13.95

Super Deluxe"
2 Pick-Up Bass Guitar
- Ultra Sensitive Adjustable Pick-Ups
- Chromed Tone, Volume & Standby Switches
- Adjustable Chromed Bridge
- Fully Enclosed Chromed Machine Heads
- Ebony Neck & Fingerboard

"SUPER DELUXE" 2 PICK-UP BASS GUITAR ONLY

2276G15490—Seven coats of lacquer—individually hand rubbed—produces the rare, lustrous finish of the "Super Deluxe" Bass guitar. Trim following contour of guitar body is hand inlaid. Triple ply, laminated pick guard protects all working surfaces. Thin 5-ply laminated Ebony Adjustable Neck; Ebony Fingerboard with distinctive inlaid position markers. Expertly crafted in Japan. Case not included. Approx Size 44" l x 14¼" w. x 1½" d. Available in Metallic Blue, Metallic Red, or Ivory White. Specify. Ship. wt approx. 12 lbs. Sugg. Retail $239.95

2282G1950—Deluxe Plush Lined Case Only. Approx ship. wt. 15 lbs. Sugg. Retail $38.95

2 Pick-Up Bass Guitar
- Super Sensitive Pick-Ups
- Extended Neck
- 2 Volume Controls & Standby Switches
- Adjustable Neck
- Rosewood Fingerboard

2 PICK-UP BASS GUITAR ONLY

2192G6230—Handsomely styled bass guitar. Removable, adjustable neck is laminated for extra strength and features a 21 fret Rosewood fingerboard. Heavy duty fully enclosed, chromed machine heads. A styling bevel complements the shaped and contoured body. Etched and polished striped metal plate protects lustrous lacquer finish. Excellent Japanese craftsmanship. Case not included. Approx Size 42¼" l x 12" w x 1½" d Available in Mah. Sunburst, Metallic Red, Metallic Blue or Ivory White. Specify. Ship wt approx 12 lbs Sugg Retail $133.50

2282G1950—Deluxe Plush Lined Case Only Ship wt approx 15 lbs Sugg. Retail $38.95

2284G909—Chipboard Case only. Ship. wt. approx. 9 lbs. Sugg. Ret. $17.95

3 PICK-UP ELEC. GUITAR-AMP. OUTFIT

- 3 Pick-Up Guitar with Tremolo
- Guitar-Amp. Connecting Cord
- Guitar Carrying Case
- Guitar Instruction Book
- Deluxe Six Tube, 25 Watt Output Amp.
- 12" Jensen Speaker, Tremolo

2293G13569—Complete outfit for the ardent student. Consists of 2275G6160—"Deluxe" 3 Pick-Up Elec. Guitar and 2281G638 Chipboard Case from page 440; 2250G7485—Deluxe Six Tube Amplifier from page 436 plus Connecting Cord and Instruction Book. Guitar is available in Mah. Sunburst, Metallic Red, Metallic Blue or Ivory White. Specify Guitar Color. Ship. wt. approx. 49 lbs. Sugg. Retail $281.00

2275G6160—"Deluxe" 3 Pick-Up Elec. Guitar Only from above outfit. Less case and instruction book. With connecting cord. Specify Color. Ship. wt. approx. 11 lbs. Sugg. Retail $131.95

2250G7485—Deluxe Six Tube Amplifier Only from above outfit. Ship. wt. approx. 28 lbs. Sugg. Retail $149.70

2 PICK-UP ELEC. BASS GUITAR-AMP. OUTFIT

- Guitar with 2 Sensitive Pick-Ups
- Guitar-Amp. Connecting Cord
- Guitar Carrying Case
- Guitar Instruction Book
- Bass Amp. with 15" Jensen Speaker
- 30 Watt Output

2294G15751—A well-balanced outfit for the skilled Bass Guitarist. Consists of: 2192G6250—2 Pick-Up Solid Body Elec. Bass Guitar and 2284G900—Chipboard Case from page 440; 2253G9450 Bass Amplifier from page 436 plus Connecting Cord and Instruction Book. Guitar is available in Metallic Red, Metallic Blue, Mah. Sunburst or Ivory White. Specify Guitar Color. Ship. wt. approx. 62 lbs. Sugg. Retail $325.00

2192G6250—2 Pick-Up Solid Body Elec. Bass Guitar Only from above outfit. Less case and instruction book. With connecting cord. Specify Color. Ship. wt. approx. 12 lbs. Sugg. Retail $133.50

2253G9450 — Bass Amplifier Only from above outfit. Ship. wt. approx. 40 lbs. Sugg. Retail $189.00

"ASCENDERE" ELEC. GUITAR-AMP. OUTFIT

- 2 Pick-Up Guitar with Tremolo
- Guitar-Amp Connecting Cord
- Guitar Carrying Case
- Guitar Instruction Book
- Amplifier with 8" Speaker
- Tremolo

2295G7674—Quality outfit for the serious-minded student. Consists of: 2278G3990—"Ascendere" 2 Pick-Up Guitar and 2285G638—Chipboard Case from page 441; 2254G3450—Deluxe Four Tube Tremolo Amplifier from page 436, plus Connecting Cord and Instruction Book. Guitar is available in Mah. Sunburst, Red or Ivory White. Specify Guitar Color. Ship. wt. approx. 31 lbs. Sugg. Retail $160.00

2278G3990—"Ascendere" 2 Pick-Up Solid Body Elec. Guitar Only from above outfit. Less case and instruction book. With connecting cord. Specify Color. Ship. wt. approx. 9 lbs. Sugg. Retail $85.50

2254G3450—Deluxe 4 Tube Tremolo Amp. Only from above outfit. Ship. wt. 12 lbs. Sugg. Retail $69.00

SINGLE PICK-UP ELEC. GUITAR-AMP. OUTFIT

- Guitar with Deluxe Pick-Up
- Guitar-Amp. Connecting Cord
- Guitar Carrying Case
- Guitar Instruction Book
- Quality Amp. with 8" Speaker
- Volume & Tone Controls

2296G5005—Complete outfit for the beginner. Consists of: 2279G2380—Single Pick-Up Mah. Sunburst Guitar and 2285G638—Chipboard Case from page 441; 2256G2250—Quality 3-Tube Amplifier from page 436, plus Connecting Cord and Instruction Book. Ship. wt. approx. 31 lbs. Sugg. Retail $104.50

2279G2380—Single Pick-Up Mah. Sunburst Solid Body Elec. Guitar Only from above outfit. Less case and instruction book. With connecting cord. Ship. wt. approx. 9 lbs. Sugg. Retail $51.00

2256G2250—Quality 3-Tube Amplifier Only from above outfit. Ship. wt. approx. 12 lbs. Sugg. Retail $45.00

ALL GRUEN WATCHES
HAVE UNBREAKABLE MAINSPRINGS...
ARE ANTI-MAGNETIC... WITH DUST
AND SHOCK PROOF CROWNS ...
AND SWISS GRUEN PRECISION® MOVEMENTS.

DRESS-WATERPROOF*

MARINER
A "best buy" Shock and dust res stant Nite glo dial 17 jewels Chrome plate top, stainless steel back Smart y etched expansion band
4941W1984
Retail $37.50

17 JEWELS

GRANT
Smart, muted design on the face of this rich dress model Yellow top, stainless steel back Match ng expansion band
4942W2384
Retail $42.50

SELF-WINDING WATERPROOF*

AUTOWIND® REGIS
Correct on a tennis court or an executive meeting N te glo dial. Shock and dust resistant 17 jewels Chrome plate top, stainless steel back. Expansion band.
4943W3130
Retail $57.50
REGIS with ebony dial
4944W3130
Retail $57.50

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GRUEN

THE *Precision*® WATCH
...Since 1874

MAGNIFIED DATE WINDOW

JAY
Here is the leader The total watch Waterproof* Shock and dust resistant 17 jewels Yellow top, stainless steel back Nite-g o dial. Expans on band
4945W3225
Retail $57.50

17 JEWELS

JOY
Sleekly styled always fashionable 10 kt rolled gold plate top, stainless steel back Expansion bracelet
4946W2370
Retail $42 50
JOY—as above in white
4947W2370
Retail $42.50

FULL FIGURE DIAL

CARLA
Forever popular elegant round Ruled case 17 jewels 10 kt rolled gold plate top, sta nless steel back Expansion bracelet
4948W2459
Retail $42.50
CARLA—as above in white
4949W2459
Retail $42.50

FLORENTINE CASE

NYMPH
Modern as tomorrow lovely engraved case and match ng adjustable bracelet 17 jewels 10 kt rolled gold plate top, sta nless steel back
4950W3688
4950W3504
Retail $65.00
NYMPH—in white
4951W3504
Retail $65.00

DRESS-WATERPROOF*

SEA BEAUTY
Practical and pretty 17 jewels. Shock and dust resistant Nite glo hands. Yellow top, sta nless steel back Gen e, flowing designed expans on bracelet
4952W2745
Retail $49.95

2 DIAMONDS

DIAMOND LADY
Exqu site case charm 17 jewels 10 kt rolled gold plate top stainless steel back Fascinating expansion bracelet
4953W2693
Retail $53.95
DIA. LADY in white
4954W2693
Retail $53.95

*as long as case, crown, crystal remain intact.

EXPLORER VX
909W3706—Electronic timepiece. No winding ever. Yellow top, stainless steel back, waterproof*. Luminous dial with sweep second hand Matching center expansion, adjustable bracelet. Retail $62.50

EXPLORER WX
968W3571—Electronic timepiece Chrome top, stainless steel back, waterproof*. No winding ever Sweep second hand and luminous hands. All stainless steel center expansion, adjustable bracelet. Ret $59.95

CALENDAR EXPLORER WX
910W4311—Electronic timepiece with calendar feature. Tells time and date, no winding ever. Chrome top, stainless steel back. Waterproof*, sweep second hand and luminous hands. All stainless steel center expansion, adjustable bracelet. Retail $69.95

CALENDAR EXPLORER VX
911W4246—Electronic timepiece with calendar feature. Tells time and date, no winding ever. Yellow top, stainless steel back. Waterproof*, luminous dial with sweep second hand. Attractive center expansion, adjustable bracelet Ret. $79.50

LADY MARIE
912W1344—Petite gold colored antique-shaped pendant with turquoise matrix stone and tassel Shock-absorbing movement, unbreakable mainspring. Matching neckchain. Retail $58.95

LADY ENCHANTRESS B
913W1179—Triangular gold colored textured pendant with matching neckchain attached 50 sides of triangle. Shock-absorbing movement, unbreakable mainspring Retail $28.95

LADY HAZEL Y
914W9945—Gold colored square see-through pendant with matching yellow neckchain. Shock-absorbing movement, unbreakable mainspring Retail $19.95

LADY LAVINIA B
915W1148—Gold colored petite pendant with blue matrix stone, Shock-absorbing movement, unbreakable mainspring. Matching neckchain Ret $22.95

LADY ANTIQUE I
916W1289—Petite gold colored attractive pendant with antique finish Roman numeral dial Shock-absorbing movement, unbreakable mainspring Matching neck-chain Retail $23.95

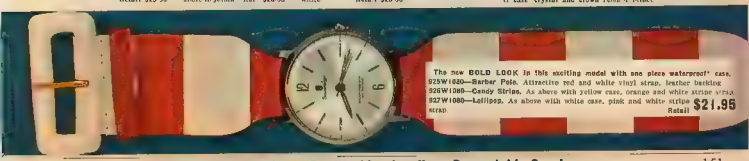
SKINDIVER WBZ
917W1253 Beautiful skindiver bezel One piece aluminum case, guaranteed waterproof* Black dial with luminous markers and hands Shock-absorbing movement unbreakable mainspring Stainless Steel link bracelet. Retail $25.95

CAL. OCEAN NURSE
918W1874 Waterproof*, sport watch with calendar feature White top Stainless Steel back Leather strap Retail $29.95
919W1874 Similar to above in yellow Ret $29.95

MISS BONITA
920W1182 Petite pear shaped dress watch with yellow top Stainless Steel back Adjustable band. Retail $23.95
921W1182 As above in white Retail $23.95

SEA CAL. MOUNTIE
922W1175—Thin calendar model with one piece waterproof* case. Luminous dial with sweep second hand Expansion bracelet Retail $23.95
923W1175 As above in White Retail $23.95
*If case crystal and crown remain intact

SEA STINGRAY
924W1015 Thin one piece waterproof* case with gray dial and expansion band. Sweep second hand and luminous hands Shock absorbing movement, unbreakable mainspring Matching bracelet Ret $ 9.95



GRUEN WATCH MANUFACTURING CO., S.A.
BIENNE SWITZERLAND

The Gruen Watchmaking Factory

GRUEN

THE NEWEST LOOK IN TIME®

GRUEN 25 JEWELS MARK OF PRECISION PERFECTION

SELF-WINDING CALENDAR

AUTOWIND® ROYCE
Calendar with magnified window. Nite-glo hands and dial. Shock and dust resistant. Yellow top, stainless steel back. Expansion band. Waterproof.*
4972W4650
Retail $84.95

Autowind

THE SELF-WINDING WATERPROOF* WATCH OF DISTINGUISHED DESIGN

SELF-WINDING CALENDAR

AUTOWIND® DALLAS
Calendar with magnified window. All stainless steel case. Shock and dust resistant. Nite-glo hands and dial. Expansion band. Waterproof.*
4981K6173
Retail $75.00

SELF-WINDING WATERPROOF*

AUTOWIND® HARVARD
Shock and dust resistant. Nite-glo hands and dial. Fine etched expansion band. Yellow top, stainless steel back.
4963W4175
Retail $75.00

SELF-WINDING WATERPROOF*

AUTOWIND® NEVILLE
Nite-glo hands and dial. Shock and dust resistant. Chrome plate top, stainless steel back. Expansion band.
4970W3605
Retail $63.95

NEVILLE with ebony dial
4971W3605
Retail $63.95

The Exquisite Grace of Fine Jewelry

4 DIAMONDS

DIAMOND TREASURE
Bracelet, pear shaped endpieces. 17 jewels. 10 kt. white rolled gold plate top, stainless steel back. Faceted crystal. Embossed adjustable bracelet.
4971W4611
Retail $89.95

10 DIAMONDS
14 KT. GOLD

DIAMOND CREST
Glittering beauty. 17 jewels. Faceted crystal. Safety chain attachment. Florentine adjustable bracelet.
4974W7410
Retail $132.50

4 DIAMONDS
14 KT. GOLD

DIAMOND MEDLEY
Regal splendor. 17 jewels. Tapered florentine adjustable bracelet.
4975W4987
Retail $92.50

DIA. MEDLEY in yellow
4976W4987
Retail $92.50

2 DIAMONDS

DIAMOND MAY
Richly rewarding fashion design. Faceted crystal. Case + 10 kt. rolled gold plate top, stainless steel back with florentine bezel. 17 jewels. Adjustable bracelet.
4973W4085
Retail $75.00

14 KT. GOLD CASE

GOLDEN CHARM
Exciting exquisite charm. 17 jewels. Beautifully florentined case with matching adjustable bracelet. Faceted crystal.
4978W4175
Retail $75.00

*as long as case, crown, crystal remain intact.

ALL GRUEN WATCHES HAVE UNBREAKABLE MAINSPRINGS ... ARE ANTI-MAGNETIC ... WITH DUST AND SHOCK PROOF CROWNS, ... AND SWISS GRUEN PRECISION® MOVEMENTS.

EVERY WATCH IS GRUEN GUARANTEED
The movement is guaranteed against defective parts and workmanship for 1 year from factory shipment date and Gruen will repair or replace any movement which fails to perform properly because of such defects during the life of the guarantee.

BENNETT BROTHERS, INC.—Your source for excellent watch values

GRUEN

THE *Precision* WATCH SINCE 1874

GIFT PACKAGE

17 JEWELS

[illegible]
Luxurious white rhinestone hour markers. Chrome plate top, stainless steel back. Rich colorfast suede band

[illegible]
Retail $42.50

CALENDAR WATERPROOF*

VANGUARD
A responsible timepiece that accurately tells the date, too. 17 jewels. Shock and dust resistant. Nite glo dial. Chrome plate top, stainless steel back. Expansion band

4956W2560
Retail $45.00

DAY-DATE

DREXEL
The total reminder. Waterproof* 17 jewels. Shock and dust resistant. Nite glo dial. Yellow top, stainless steel back. Expansion band.

4957W3415
Retail $59.95

14 KT. GOLD CASE

CONSUL
A watch fit for a king—priced for you. 17 jewels. Expansion band blends handsomely with the case.

4958W4745
Retail $84.95

FULL FIGURE DIAL

SPRITE
A winning combination dainty... easy-to-read. 17 jewels. 10 kt. rolled gold plate top, stainless steel back. Expansion bracelet

4959W2370
Retail $42.50

SPRITE—as above in white
4960W2370
Retail $42.50

DRESS-WATERPROOF*

SEA MIST
Perfect for house cleaning or for dress wear. 17 jewels. Shock and dust resistant. Nite glo dial. Chrome plate top, stainless steel back. Expansion bracelet

4961W2750
Retail $49.95

SMART NEW SHAPE

JOSIE
Styling at its finest with distinct clean engraved case and match adjustable bracelet. 17 jewels. 10 kt. rolled gold plate top, stainless steel back

4962W2845
Retail $52.50

JOSIE—as above in white
4963W2845
Retail $52.50

14 KT. GOLD

GOLDEN DALIA
Golden height of fashion. 17 jewels. Gracefully rounded. Embossed braided designed adjustable bracelet

4964W3700
Retail $65.00

GOLDEN DAHLIA in white
4965W3700
Retail $65.00

17 JEWELS

MODISTE
Striking new shape. 10 kt. rolled gold plate case. Faceted crystal. Tapered etched adjustable bracelet

4966W2750
Retail $49.95

MODISTE—in yellow
4967W2750
Retail $49.95

*as long as case, crown, crystal remain intact.

ALL GRUEN WATCHES HAVE UNBREAKABLE MAINSPRINGS, ARE ANTI-MAGNETIC WITH DUST AND SHOCK PROOF CROWNS AND SWISS GRUEN PRECISION® MOVEMENTS.

Retail Prices are suggested only and may vary in different trading areas

A FALCON. Exceptionally handsome square AUTOMATIC. Winds itself with the movement of your wrist! CALENDAR window shows date. WATERPROOF**. Yellow gold color with matching all expansion band. High rock crystal. Sun glo dial with luminous dots and hands. 17 Jewel shock-resistant movement with unbreakable mainspring. GUARANTEED FOR LIFE*.

8157W6687 $87.50
As above, all stainless steel case and band. Charcoal gray dial.
8158W6400 $82.50

B ROYAL MARINE. Our exclusive design in the continental manner. Smart, handsome WATER PROOF** with accurate 17 Jewel shock resistant movement, GUARANTEED FOR LIFE*. Unbreakable mainspring and crystal. Sweep second hand. Luminous dots and hands. ALL STAINLESS STEEL CASE GUARANTEED FOR LIFE! Matching all stainless steel Cliff-O-Flex expansion band is so flexible it can be tied in a knot!

6159W1833 $34.50
As above, with black dial.
6160W1833 $34.50

C BARRON. 17 Jewel watch in a handsome white identification type case. Heavy link bracelet. Plenty of room on the case for engraving, too! Shock-resistant movement has an unbreakable mainspring, is GUARANTEED FOR LIFE*. A very popular style that makes an outstanding gift.

6161W2267 $42.50

*The movement parts of every watch on this page are unconditionally GUARANTEED FOR LIFE against breakage! Never a charge for material or labor FOR LIFE! Simply return watch and guarantee card to Hampden Watch Co. with $1.50 handling charge.

Shipping weight 8 oz.

HAMPDEN

All Movement Parts GUARANTEED FOR LIFE

D SEA PRINCE. 17 Jewel WATERPROOF** Sleek and thin looking. Yellow gold color top with stainless steel back. Shock-resistant movement with an unbreakable mainspring is GUARANTEED FOR LIFE*. Sweep second hand. Luminous dots and hands. Handsome matching all expansion band.

8162W1933 $35.95
As above, with black dial.
6163W1933 $35.95
**WATERPROOF as long as case, crown and crystal are intact.

E CHALLENGER. CALENDAR. WATERPROOF**. Rugged and handsome for the man on the go. All stainless steel case with matching all stainless steel expansion band. Sun-glo dial has luminous dots and hands. Sweep second hand. CALENDAR window shows date. Unbreakable crystal. 17 Jewel shock-resistant movement is GUARANTEED FOR LIFE*.

6164W1940 $38.95

F CENTURY. AUTOMATIC, winds itself every time you move your wrist! Two CALENDAR windows show the day of the week as well as the date. WATERPROOF**. Yellow gold color with matching all expansion band. Sweep second hand. Luminous dots and hands. 17 Jewel shock-resistant movement, unbreakable mainspring, GUARANTEED FOR LIFE*.

6165W3400 $62.95
As above, stainless steel with all stainless steel expansion band.
6166W3400 $62.95

G BLACK BEAUTY. AUTOMATIC. No winding ever! 25 Jewel movement is shock-resistant, GUARANTEED FOR LIFE*, with an unbreakable mainspring. Yellow gold color top, stainless steel back. Handsome matching expansion band with leather insets. Lustrous black dial. Sweep second hand. An unusually attractive and masculine looking watch.

6167W3733 $69.95
As above, with white dial.
6168W3733 $69.95

H SANTA FE TRANSPORTATION WATCH. A time, dependable favorite respected for its accuracy. Heavy duty yellow gold color timepiece with large, clear black numerals, minute divisions and sweep second hand. Unbreakable crystal. 17 Jewel shock resistant movement with unbreakable mainspring is GUARANTEED FOR LIFE*. Sturdy leather fob keeps watch from dropping out of pocket.

6169W2773 $52.50
As above, gleaming chrome plated case.
6170W2300 $42.50

Delightfully Feminine Styles by

HAMPDEN

GUARANTEED FOR LIFE

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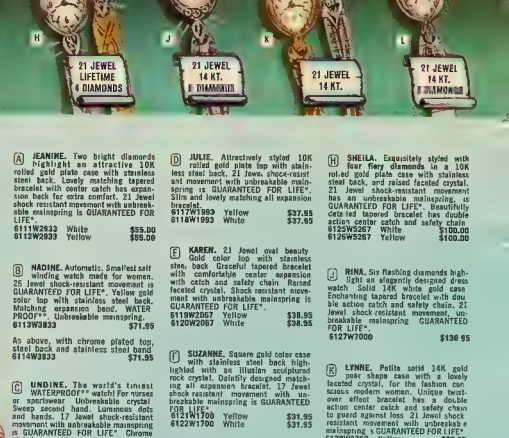

A JEANINE. Two bright diamonds highlight an attractive 10K rolled gold plate case with stainless steel back. Lovely matching tapered bracelet with center catch has expansion back for extra comfort. 21 Jewel shock resistant movement with unbreakable mainspring is GUARANTEED FOR LIFE*.

6111W2933	White	$55.00
6112W2933	Yellow	$55.00

B NADINE. Automatic. Smallest self winding watch made for women. 25 Jewel shock-resistant movement is GUARANTEED FOR LIFE*. Yellow gold color top with stainless steel back. Matching expansion band. WATERPROOF** Unbreakable mainspring.

6113W3833		$71.95

As above, with chrome plated top, steel back and stainless steel band.

6114W3833		$71.95

C UNDINE. The world's tiniest WATERPROOF** watch! For nurses or sportswear. Unbreakable crystal. Sweep second hand. Luminous dots and hands. 17 Jewel shock-resistant movement with unbreakable mainspring is GUARANTEED FOR LIFE*. Chrome plated top with stainless steel back. Attractive matching all steel bracelet with center expansion back.

6115W2867		$55.95

As above, with yellow gold color top, steel back, matching bracelet.

6116W2867		$55.95

**WATERPROOF as long as case, crown and crystal remain intact

Shipping weight 8 oz.

D JULIE. Attractively styled 10K rolled gold plate top with stainless steel back. 21 Jewel shock-resistant movement with unbreakable mainspring is GUARANTEED FOR LIFE*. Slim and lovely matching all expansion bracelet.

6117W1993	Yellow	$37.95
6118W1993	White	$37.95

E KAREN. 21 Jewel oval beauty. Gold color top with stainless steel back. Graceful tapered bracelet with comfortable center expansion with catch and safety chain. Raised faceted crystal. Shock resistant movement with unbreakable mainspring is GUARANTEED FOR LIFE*.

6119W2067	Yellow	$38.95
6120W2067	White	$38.95

F SUZANNE. Square gold color case with stainless steel back highlighted with an illusion sculptured rock crystal. Delicately designed matching all expansion bracelet. 17 Jewel shock resistant movement with unbreakable mainspring is GUARANTEED FOR LIFE*.

6121W1700	Yellow	$31.95
6122W1700	White	$31.95

G PAMELA. 17 Jewel WATERPROOF** for nurses or career girls. Sweep second hand. Luminous dots and hands. Yellow gold color top with stainless steel back. Unbreakable crystal. All expansion band. Shock-resistant movement with unbreakable mainspring. GUARANTEED FOR LIFE*.

6123W2600		$45.00

As above, in all stainless steel with stainless steel expansion band.

6124W2600		$45.00

H SHEILA. Exquisitely styled with four fiery diamonds in a 10K rolled gold plate case with stainless steel back, and raised faceted crystal. 21 Jewel shock-resistant movement has an unbreakable mainspring, is GUARANTEED FOR LIFE*. Beautifully detailed tapered bracelet has double action center catch and safety chain.

6125W5267	White	$100.00
6126W5267	Yellow	$100.00

J RINA. Six flashing diamonds highlight an elegantly designed dress watch. Solid 14K white gold case. Enchanting tapered bracelet with double action catch and safety chain. 21 Jewel shock-resistant movement, unbreakable mainspring. GUARANTEED FOR LIFE*.

6127W7000		$130.95

K LYNNE. Petite solid 14K gold pear shape case with a lovely faceted crystal, for the fashion conscious modern woman. Unique twist-over effect bracelet has a double action center catch and safety chain to guard against loss. 21 Jewel shock-resistant movement with unbreakable mainspring is GUARANTEED FOR LIFE*.

6128W3360	Yellow	$62.95
6129W3360	White	$62.95

L MICHELLE. Three magnificent diamonds grace this solid 14K white gold case. Dainty pear shape with a faceted crystal. 21 Jewel shock-resistant movement with unbreakable mainspring is GUARANTEED FOR LIFE*. Exquisitely lovely tapered bracelet with double action center catch and safety chain.

6130W4067		$87.50

Retail Prices Vary in Different Trading Areas

HAMPDEN

Every watch attractively Gift Packaged

All Movement Parts GUARANTEED FOR LIFE

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A

B

C D

(A) SEA WOLF. 17 Jewel WATERPROOF** Handsome chrome plated top, stainless steel back case for every day rugged wear. Luminous dots and hands, sweep second hand. Unbreakable crystal. All stainless steel expansion band. Shock resistant movement with unbreakable mainspring is GUARANTEED FOR LIFE*.

6142W1593 $29.95
As above, with AUTOMATIC feature. Winds itself with the movement of your wrist.
6143W2360 $45.00

(B) WINDSOR. Self winding AUTOMATIC. Yellow gold color case with stainless steel back. WATERPROOF** 25 Jewel shock-resistant movement is GUARANTEED FOR LIFE*, has an unbreakable mainspring. Sweep second hand. Luminous dots and hands. Attractive matching Crest O-Flex expansion band is so flexible you can tie it in a knot.

6144W3100 $57.95
As above, with black dial.
6145W3100 $57.95

**WATERPROOF as long as case crown and crystal remain intact.

(C) CADET. Boy's size WATERPROOF**. Chrome plated top, stainless steel back. 17 Jewel shock-resistant movement, GUARANTEED FOR LIFE*. Sweep second hand. Luminous dots and hands. Unbreakable mainspring. All steel expansion band.

6146W1693 $31.95
As above, yellow gold color.
6147W1773 $33.50

(D) HELMSMAN. WATERPROOF** 17 Jewel shock resistant movement, GUARANTEED FOR LIFE*. CALENDAR window shows date. Sunburst dial has luminous dots and hands. Yellow gold color, with steel back. Matching expansion band.

6148W1940 $35.95
As above, in white, steel band.
6149W1940 $36.95

E

F

G H

(E) SKINDIVER. Tested WATERPROOF** to 600 feet! All stainless steel case has Elapsed Time bezel. CALENDAR has magnifying lenses over date. AUTOMATIC. 17 Jewel shock-resistant, GUARANTEED FOR LIFE*. Black dial with luminous dots and hands. Unbreakable crystal. Special waterproof strap.

6150W4000 $75.00
Boys' and ladies' size Skindiver. Does NOT have calendar or automatic features. White dial.
6151W2600 $48.95

(F) ALARM-CALENDAR. Personal ALARM to wake you or remind you of appointments. CALENDAR window shows date. Yellow gold color with stainless steel back. Sweep second hand. Luminous dots and hands. Waterresistant. 17 Jewel shock-resistant movement has unbreakable mainspring, is GUARANTEED FOR LIFE. Attractive matching all expansion band.

6152W4333 $81.95

(G) DOLPHIN. AUTOMATIC, winds itself on your wrist. Unusual raised marker dial. Luminous dots and hands. Sweep second hand. CALENDAR window shows date. WATERPROOF**. Yellow gold color top, steel back. 17 Jewels, shock-resistant. GUARANTEED FOR LIFE*. Magnificent mesh bracelet.

6153W4333 $81.95
As above, all stainless steel.
6154W4333 $81.95

(H) ENGINEER. All stainless steel Railroad wrist watch. WATERPROOF**. Dial has clear black numbers with easy to read numbered minute track. Sweep second hand. 17 Jewel shock-resistant movement with unbreakable mainspring GUARANTEED FOR LIFE*. Handsome matching expansion band.

6155W1800 $34.50
As above, yellow gold color.
6156W1900 $36.95

Retail Prices Vary in Different Trading Areas

HAMPDEN

All Movement Parts GUARANTEED FOR LIFE

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Each individual pendant watch is packaged in this beautiful Velvet Treasure Chest. It is a dainty and attractive accessory for your dressing table to hold your precious rings, earrings or watch

(A) **ROULEAU.** A sumptuous pendant watch that is a splendid replica of a gold coin. About 1¼ inches in diameter. The luscious champagne color dial blends beautifully with the yellow gold color case. Unique rope-twist chain is about 24 inches long. 17 Jewel shock-resistant movement is GUARANTEED FOR LIFE*, has an unbreakable mainspring. A truly inspired design with a feeling of elegance.

6131W3200 **Retail $59.95**

(B) **HERITAGE.** A delightfully styled "Hunter's" closed case pendant watch in the most popular antique style. 17 Jewel shock-resistant movement with unbreakable mainspring, GUARANTEED FOR LIFE*. Yellow gold color with 24 inch double link neck chain

6132W2367 **Retail $45.00**

(C) **POMPEII.** Elegant oval pendant on a 24 inch double link neck chain. Yellow gold color. Faceted crystal and black Roman numerals on the white dial make this an outstanding discotheque style. 17 Jewel shock-resistant movement is GUARANTEED FOR LIFE*.

6133W1840 **Retail $34.50**

Fabulous Fashions . . . A Treasure For Her

(D) **BUDDHA.** A jade green color figurine in a florentine finished yellow gold color setting with an exciting Oriental aura. Pendant flips over to reveal the 17 Jewel watch. Shock-resistant movement with an unbreakable mainspring is GUARANTEED FOR LIFE*. Complete with a 24 inch double link neck chain.

6134W1787 **Retail $33.50**

(E) **GALAXIE.** Off center setting creates a delightfully different look. Yellow gold color florentine finished pendant is highlighted with a spray of sparkling rhinestones. Suspended from a 24 inch double link chain. 17 Jewel shock-resistant movement has an unbreakable mainspring and is GUARANTEED FOR LIFE*.

6139W1833 **Retail $34.50**

(F) **CHALET.** See your watch in action! A faceted crystal in the back provides a fascinating view of the 17 Jewel movement. It's shock-resistant with an unbreakable mainspring and is GUARANTEED FOR LIFE*. Yellow gold color pear shape case has florentine detail edging around the dial. 24 inch double link neck chain.

6135W2267 **Retail $42.50**

(G) **CAROUSEL.** Exquisite feminine styling is the keynote of this lovely pendant. Twisted rope-like edge is enshrined with rhinestones to form a brilliant frame for the watch. 17 Jewel shock-resistant movement has an unbreakable mainspring and is GUARANTEED FOR LIFE*. Yellow gold color, 24 inch chain. Can also be worn as a pin.

6139W2047 **Retail $38.95**

(H) **DOMINIQUE.** Flip over pendant watch for fashionable timekeeping. Yellow gold color florentine case with a shining edge. Teardrop crystal reflects all the colors of the rainbow. 24 inch double link chain. 17 Jewel shock-resistant movement with an unbreakable mainspring is GUARANTEED FOR LIFE*.

6136W1933 **Retail $35.95**

(I) **CALYPSO.** Light and lovely pendant with a sophisticated appeal. Tiny watch is enhanced by a swirled textured case with faceted edge. Yellow gold color on a 24 inch double link chain. 17 Jewel movement with an unbreakable mainspring is GUARANTEED FOR LIFE*. A truly charming design.

6140W1860 **Retail $31.95**

(K) **DELTA.** Florentine finished yellow gold color arms form a triangular frame for this beautiful pendant watch. 24 inch double link neck chain. 17 Jewel movement is shock-resistant with an unbreakable mainspring. GUARANTEED FOR LIFE*. A sleek and elegant style which is sure to be a hit with all ages

6137W2420 **Retail $45.00**

(L) **CAMEO.** One of the loveliest pendants we have ever seen. Genuine shell cameo surrounded with a rope-like edging. Yellow gold color on a 24 inch double link chain. Pendant turns over to show 17 Jewel watch. Shock resistant movement has an unbreakable mainspring and is GUARANTEED FOR LIFE*.

6141W2133 **Retail $39.95**

Shipping Weight 8 oz.

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American Heroes

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No. 8142 Smokey Bear
Super-Flex

No. 8101 Gumby
No. 8102 Gumby's Pal Pokey

No. 8470 Marvel Motors
Assortment of 2

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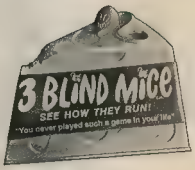
No. 8706 Silver

No. 8707 Tonto
No. 8708 Scout

Tune in on Lakeside's

No. 8701 Tex Starr
No. 8711 Tornado

No. 8704 Jenny Starr
No. 8714 Flash



No. 8305
3 Blind Mice

No. 8449
Dancing Dollies of the World
Assortment of 4

No. 8623
Popeye Dancing Toy

No. 8623
Raggedy Ann Dancing Toy

No. 8450 Bendifaces
Assortment of 3

No. 8637 Luc-Key Coin Set
Assortment of 2

No. 8309
25 Ghosts Puzzle

A Flip-Open • Fold Flat Instant Doll House —LOW-PRICED,

The greatest boon to doll house sales in a decade!

★ **CHILDREN LOVE THEM** — because they're intriguing, a new kind of fun-house that they can take along on trips or to visit a friend.

★ **MOTHERS LOVE THEM** — because they're low in price, wonderful value and eliminate toy clutter. They fold flat for easy storing in closet or drawer.

★ **DEALERS LOVE THEM** — because they have suddenly opened up a brand new profit line for them, stretching the doll house selling season from short holiday months into a year round business

NO. 0504 INSTANT PLAY HOUSE FOR ALL 4" DOLLS

Portable– Folded flat, easy to carry as a coloring book, they're scaled to fit the modern zooming craze, the biggest selling dolls in the world, the 4" and 8" miniatures.

Liveable– The rooms and outside are rich in color, decorated like a *real* house, (not bare rooms like most expensive doll houses). The styling is charming and original with the latest home luxuries down to the TV area, soda bar and playroom. Provides all the play and fun children look for in a doll house.

Unusual– Instant Furniture, too! Smart, modern styled furniture pieces that fold up and can be moved from room to room to create new arrangements.

Practical– Durably built of strong, plasticized fiberboard to withstand abuse from the most active little mothers.

An Incredible Value at $2.00 Retail

about the cost of a doll outfit

Packed 2 dozen to carton weight 27 lbs.

MILLIONS OF PROSPECTS! EVERY GIRL WHO *HAS*—EVERY GIRL WHO *BUYS*—

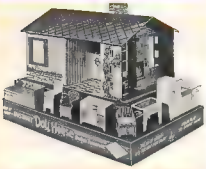
AND HERE'S
Winthrop Toy's
Ready-To-Play

INSTANT Doll House

with 7 pieces of Instant Furniture

FOR ALL
6" Dolls
SUCH AS TUTTI,™ HEIDI,™ JAN,™ GO-GO, PENNY™ BRITE,™ ETC.

A Natural! To Build Year-Round Traffic & Profits For You!



OPEN, SET-UP AND MOUNTED DISPLAY WITH FURNITURE CLINCHES SALES FOR YOU!

Shows your customers actual size of open house with all 7 pieces of furniture . . mounted and shipped to you ready to display. Just lift it out . . . display it . . make money.

One *0506 Display free* with initial order for 2 dozen or more Instant Doll Houses. Additional 0506 Displays available at $2.00 each

JUST TAKE OUR 0506 DISPLAY OUT OF THE CARTON, SET IT UP . . .
and watch your sales soar!

NO. 0506 INSTANT DOLL HOUSE

The new giant-size Instant Doll House, made of durable plasticized fiberboard, measures 18" long x 11" high x 10½" deep, folds for storing or toting. Beautifully and colorfully decorated inside and out, with fine detailing in the illustrated bookshelves, mirrors, soda bar, playroom, kitchen and outside patio, to the cozy fire in the fireplace. The seven Instant Furniture units enable children to have fun while learning room decoration and arrangement.

Gift packaged in beautiful full color 2-piece box with complete furniture. Packed [illegible] to carton weight [illegible]

Suggested retail **$4.00**

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WITH INSTANT FURNITURE

INTRODUCTORY OFFER: A FREE Instant Play House, complete with furniture sent with initial order of 2 dozen No. 0504 Instant Play Houses. You set it up in a minute near stock, and start ringing up sales!

MERCHANDISING & SELLING AIDS AVAILABLE: For your own in-store and advertising promotion; local newspaper ad mats, radio and TV scripts, counter cards, product and model photographs. We'll cooperate to help you sell!

START CASHING IN TODAY! — ORDER — STOCK UP — DISPLAY!

For All 4" Miniature Dolls

INCLUDING PEE-WEE,* ITSY-BITSY,* TROLLS,* LITTLE KIDDLES,* TINY TOT,* ETC.

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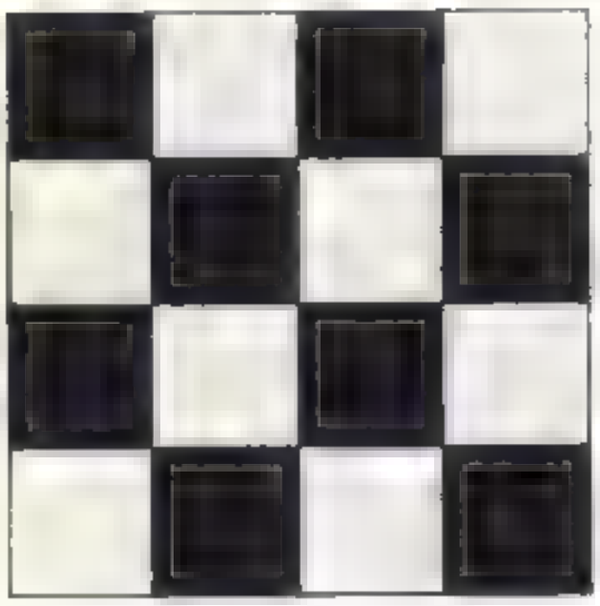
revolutionary
new idea...
WINTHROP TOY



MOTORIFIC RACE

Packed with realistic features that practically put kids behind the wheel!

Automatic Race Timer ticks off each second for almost unbearable suspense! Pop-up Checkpoints: they work automatically! High Speed Hazards: Mystery Mountain, Zig Zag, Devil's Curve, Water Hazard, Spinaround; Shoot the Gap! Remote Control's for total action involvement! ☐ 3 Different Package Sizes

New Motorific cars and trucks

The new '67 Motorific car and truck models are rarin' to go. There's a group of red-hot racing cars, just like the ones that zoom around the Grand Circuit. We've packed them in specially-designed Gift Packs that will grab the attention of everybody looking for action. We've put racing stripes and racing numerals on many of our other realistically-detailed cars. And our rugged Motorific Truck Fleet will continue to roll along to bigger sales. We've added a new Beverage Delivery Truck and a new Stake Truck. Each Motorific car and truck is packaged in an attractive, eye-catching Gift Pack. And now that both Motorific cars *and* trucks can run in Super City and on Action Highway, the traffic is really going to be heavy. Follow the Motorific Car and Truck Fleets . . . you'll profit by it!

IDEAL 67 ... THE YEAR OF THE TV SUPERIFICS

in building-set history!

other building sets!

Super City is the amazing city of tomorrow YOU can make money with today. There's practically no limit to what kids can build or how big they can build It's the world's greatest super-action city. It's not only super-fast and easy to build, but even more fun after construction, when Motorific cars and trucks are added. Get in on the ground floor Super City's going up and up and up and up. Your sales will, too.

IDEAL '67...THE YEAR OF THE SUPERIFICS

IDEAL

The most revolutionary breakthrough

Super City towers above all

It's super-easy to build skyscrapers, heliports, ranch homes, shopping centers, theatres, fire stations, anything! ☐ Snap-together frames for instant assembly—no glue or adhesive needed! ☐ Colorful super-modern design panels for realistic look! ☐ Quick-fit roadways run through and around buildings! ☐ Scaled for all Motorific cars *and* trucks! ☐ Wide range of package sizes and accessories!

ACTION HIGHWAY®

The all-new, total action highway for all Motorific cars and trucks!

Dramatic, Sure-Sell Action Features: ☐ Speed Trap —with squad car, bil board, re[illegible] 4 Corner Crossroads—with chancing traffic [illegible] Treacherous Passing Lane Breakaway Bridge [illegible] Highway Track, Automatic Switches Rugged Motorific Truck, Signs, etc Remote Control Action for Total Kid Involvement! 3 Different Package Sizes—Accessories Packaged Separately.

With millions of Motorific cars and trucks in the hands of kids all across the country it's a sure bet there's going to be plenty of Action Highway traffic [illegible] speed action and [illegible] kids associate with Motorific [illegible] totally new and tremendously exciting [illegible] specially designed to accommodate all Motorific cars and trucks. Kids never know what will happen next on Action Highway, but you can be sure of at least some thrilling, [illegible] sales

INTERSECTION

Remote control changes traffic light controls flow of traffic

TRUCK BY-PASS

Cars narrowly miss trucks as they whiz around and past them

ELEVATED ROADWAY

Off the ground action as vehicles take high road to adventure!

COLLAPSING BRIDGE

If a truck doesn't detour in time the bridge automatically collapses

RADAR SPEED-TRAP

Squad car zooms out from behind billboard to chase speedsters

BENRUS

EVERY BENRUS IS UNCONDITIONALLY GUARANTEED FOR 3 FULL YEARS. The most beautiful watches of all time by Benrus. Here is styling to complement any wardrobe—designed with you in mind. And, all Benrus Watches offer the 3 year unconditional guarantee . . your assurance of accuracy, value and quality. And, Benrus Watches feature shock-absorbing movements and unbreakable mainsprings.

Patriot Sea Shark "21"—Handsome 21 jewel watch with luminous hands and sweep second. All yellow case, waterproof*, shock absorbing movement, unbreakable mainspring. Matching adjustable expansion band
7866W4350 Retail $72.50

Patriot Sea Shark "2" "29"—Same as above with black dial
7867W4350 Retail $72.50

Patriot Sea Wolf—Rugged 17 jewel watch for him. All Stainless Steel case, guaranteed waterproof*. Luminous full figure dial and hands, with sweep second Adjustable expansion band
7868W2890 Retail $47.95

Patriot Sea Wolf "2"—Same as above with black dial
7869W2890 Retail $47.95

* If case, crystal and crown remain intact.

PATRIOT SEA DOG

A distinctive watch for the distinguished man. Perfectly styled for dress or business wear. 17 jewels, all yellow case, guaranteed waterproof*. Luminous hands with sweep second. Shock absorbing movement, unbreakable mainspring. Neat J-B adjustable expansion band.
7872W3750 Retail $65.00

PATRIOT SLADE

Brilliant new watch with all yellow case and handsome modern dial. Quality 17 jewel movement. Shock absorbing movement, unbreakable mainspring. Matching J-B adjustable expansion band
7873W4250 Retail $69.95

Patriot Slade "W"—Same as above in white
7874W4250 Retail $69.95

Every Benrus watch comes beautifully gift boxed.

Patriot Embraceable Chris—Exclusive Benrus 17 jewel bracelet-watch combination with attractive dial. Modern trim styling. All yellow with stainless steel back, shock absorbing movement, unbreakable mainspring. Sure grip clasp action, safety chain.
7865W3750 Retail $65.00

Patriot Embraceable Chris "W"—Same as above in white
7865W3750 Retail $65.00

Patriot Ocean Marta 17 jewel sport watch with easy to read full figure dial. Luminous hands with sweep second makes this watch ideal for nurses, teachers, stewardesses. Waterproof*, unbreakable mainspring, shock absorbing movement. Sturdy adjustable expansion bracelet.
7870W3890 Retail $65.00

Patriot Ocean Marta X "Nurses" 17 jewel watch features full figure dial with luminous hands and sweep second. Guaranteed waterproof*, unbreakable mainspring, shock absorbing movement. Matching adjustable expansion bracelet
7871W3690 Retail $62.50

Patriot Sea Demon Super thin 17 jewel model. All stainless steel waterproof* case. Sunburst dial has luminous hands and sweep second. Matching adjustable expansion band
7875W3315 Retail $55.00

Patriot Sea Demon "2"—Same as above with black dial.
7876W3315 Retail $55.00

Patriot Sea Ranger—Smartly styled 17 jewel waterproof* model. Yellow top with Stainless Steel back. Luminous full figure dial with sweep second. Shock absorbing movement, unbreakable mainspring. Double feature expansion band
7877W3395 Retail $57.50

BENRUS

UNCONDITIONALLY GUARANTEED FOR 3 FULL YEARS

Your Benrus watch movement must run properly—or Benrus will repair it or replace it free and fast. This unequalled guarantee of quality—integrity—value applies to every Benrus Watch. It is your assurance of lasting satisfaction and dependability.

PATRIOT

BENRUS UNCONDITIONALLY GUARANTEED 3 YEARS

PATRIOT SKY COMET "39"
Fashionable styling in an all purpose watch. 14K Gold case, 39 jewels, self-winding, guaranteed waterproof*, calendar feature. Luminous hands with sweep second. Handsome flexible adjustable mesh gold-filled band.
7852W10490 Retail $175.00
Patriot Sky Comet "T" "39"—Same as above with gold color dial.
7853W10490 Retail $175.00

PATRIOT SPACE SHIP
Automatic 17 jewel model for men of action. Brilliant dial and luminous hands with sweep second. Yellow top, Stainless Steel back. Guaranteed waterproof*, shock absorbing, anti-magnetic, unbreakable mainspring. Handsome J-B adjustable florentine center expansion band.
7854W4690 Retail $77.50
Patriot Space Ship "T"—Same as above with Gold Color dial.
7855W4690 Retail $77.50

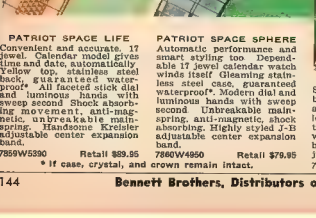
FEATURES GALORE!

- ★ Self-Winding
- ★ Waterproof
- ★ Shock-Resistant
- ★ Anti-Magnetic
- ★ Sweep Second

The retail prices used in this catalog are either those supplied to us by the manufacturer or those we ourselves have determined as a fair and normal retail price.

PATRIOT SPACE CONTROL "25"
Gleaming self winding watch in all Stainless Steel case, 25 jewels, self winding, guaranteed waterproof*. Hand-some brush finish dial. Luminous hands with sweep second. Shock absorbing, unbreakable main spring, anti magnetic. Handsome adjustable florentine expansion band.
7856W5090 Retail $85.00
Patriot Space Control "W" "25"—Same as above with White sunray dial.
7857W5090 Retail $85.00

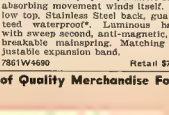
PATRIOT SPACE PASSAGE "25"
The gentlest wrist movement winds this superb 25 jewel quality watch. Brilliant dial and luminous hands with sweep second. Yellow top, stainless steel back, self-winding, guaranteed waterproof*. Shock absorbing, unbreakable mainspring, anti-magnetic. Matching adjustable center expansion band.
7858W5490 Retail $92.50



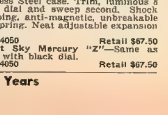
PATRIOT SPACE LIFE
Convenient and accurate. 17 jewel. Calendar model gives time and date, automatically. Yellow top, stainless steel back, guaranteed waterproof*. All faceted stick dial and luminous hands with sweep second. Shock absorbing movement, anti-magnetic, unbreakable mainspring. Handsome Kreisler adjustable center expansion band.
7859W5390 Retail $89.95

PATRIOT SPACE SPHERE
Automatic performance and smart styling too. Dependable 17 jewel calendar watch winds itself. Gleaming stainless steel case, guaranteed waterproof*. Modern dial and luminous hands with sweep second. Unbreakable mainspring, anti-magnetic, shock absorbing. Highly styled J-B adjustable center expansion band.
7860W4950 Retail $79.95

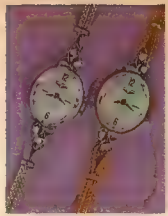
* If case, crystal, and crown remain intact.



PATRIOT SPACE VOYAGE
Superb new 17 jewel watch is ideal for both work and play. Dependable shock absorbing movement winds itself. Yellow top, Stainless Steel back, guaranteed waterproof*. Luminous hands with sweep second, anti-magnetic, unbreakable mainspring. Matching adjustable expansion band.
7861W4690 Retail $77.50



PATRIOT SKY MERCURY
Waterproof* and weather-proof is this smart 17 jewel self-winding model with Stainless Steel case. Trim, luminous 8 figure dial and sweep second. Shock absorbing, anti-magnetic, unbreakable mainspring. Neat adjustable expansion band.
7862W4050 Retail $67.50
Patriot Sky Mercury "Z"—Same as above with black dial.
7863W4050 Retail $67.50



Patriot Diamond Vanessa—Captivating style and superior workmanship in 14K White Gold case with 4 sparkling Diamonds. Quality 17 jewel movement. Attractive mesh cord.
7929W7950 Retail $132.50
Patriot Diamond Vanessa "G"—Same as above in yellow.
7930W7950 Retail $132.50

Patriot Diamond Gregg "Z" "39"—Handsome Guaranteed Waterproof* watch in all stainless steel case. 6 Diamonds. 39 jewels, self-winding. Rich charcoal dial with sweep second hand. Matching adjustable expansion band
7931W8800 Retail $146.95

* If case, crystal and crown remain intact.

Patriot Diamond Lana—Modern styled creation with florentined design. Fine 17 jewel movement. 14K White Gold case with 4 fiery Diamonds. Mesh cord attachment.
7934W7970 Retail $125.00
Patriot Diamond Lana "G"—Same as above in yellow.
7935W7970 Retail $125.00

Patriot Diamond Tracy—Elegant design in lustrous 14K White Gold containing 2 fine Diamonds. Quality 17 jewel movement. Attractive mesh cord attachment with safety chain
7936W6750 Retail $112.50
Patriot Diamond Tracy "G"—Same as above in yellow.
7937W6750 Retail $112.50

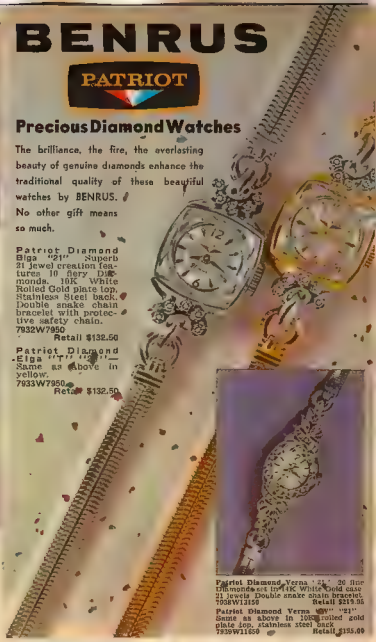
BENRUS

PATRIOT

Precious Diamond Watches

The brilliance, the fire, the everlasting beauty of genuine diamonds enhance the traditional quality of these beautiful watches by BENRUS. No other gift means so much.

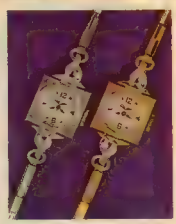
Patriot Diamond Elga "21" Superb 21 jewel creation features 10 fiery Diamonds. 10K White Rolled Gold plate top. Stainless Steel back. Double snake chain bracelet with protective safety chain.
7932W7950
Retail $132.50
Patriot Diamond Elga "G"—Same as above in yellow.
7933W7950
Retail $132.50



Patriot Diamond Verna "21" 26 fine Diamonds set in 14K White Gold case. 21 jewels. Double snake chain bracelet.
7938W12150 Retail $213.35
Patriot Diamond Verna "G" "21"—Same as above in 10K Rolled gold plate top, stainless steel back
7939W11650 Retail $155.00

Patriot Diamond Alyssa—New tailored look in 17 jewel model with 2 Diamonds. 10K White Rolled Gold plate top. Stainless Steel back. Modern dial. Matching expansion bracelet.
7940W3750 Retail $62.50
Patriot Diamond Alyssa "T"—Same as above in yellow.
7941W3750 Retail $62.50

Patriot Diamond Tina—2 fine Diamonds accent the beauty of this model. 10K White Rolled Gold plate bezel. Stainless Steel back. Attractive mesh cord. 17 jewels.
7942W4790 Retail $79.95
Patriot Diamond Tina "T"—Same as above in yellow.
7943W4790 Retail $79.95



Patriot Diamond Trudy—Beautifully designed model with 2 Diamonds. 17 jewel movement. 10K White Rolled Gold plate bezel. Stainless Steel back. Matching expansion bracelet.
7944W4490 Retail $75.00
Patriot Diamond Trudy "T"—Same as above in yellow.
7945W4490 Retail $75.00

Patriot Diamond Meta "21"—Petite marquise shaped creation features faceted crystal. 2 Diamonds in 10K White Rolled Gold plate top. Stainless Steel back. 21 jewels. Adjustable expansion band.
7946W5490 Retail $89.95
Patriot Diamond Meta "T" "21"—Same as above in yellow.
7947W5490 Retail $89.95

BENRUS

The mark of supreme craftsmanship is symbolized in the Patriot ribbon. Patriot Watches feature the most distinctive styling for modern men and women.

PATRIOT

Patriot Lady Catherine—Practical and beautiful 17 jewel model features a sweep second hand and a full figure dial. Yellow top, stainless steel back. Flexible bracelet with adjustable links, center catch and safety chain.
7879W3690 Retail $62.50
Patriot Lady Catherine "W"—Same as above in white.
7879W3690 Retail $62.50

Patriot Calendar Dalton—Modern design in waterproof* all yellow case 17 jewel shock absorbing movement, unbreakable mainspring. Calendar feature, sweep second hand, luminous hands. Matching adjustable expansion band
7880W4190 Retail $69.95
Patriot Calendar Dalton "T"—Same as above with champagne colored dial
7881W4190 Retail $69.95

Patriot Coral "39"—Modern touch in masculine design. The quality movement contains 39 jewels and is self-winding. All yellow case guaranteed waterproof* Luminous hands with sweep second. Matching J-B florentine adjustable expansion bracelet.
7882W6290 Retail $102.50

Patriot Lady Mara—Superb 17 jewel creation with modern tailored look Yellow top, stainless steel back. Easy to read full figure dial. Matching flexible bracelet with safety chain.
7883W3550 Retail $59.95
Patriot Lady Mara "W"—Same as shone above in white.
7884W3550 Retail $59.95

Patriot Golden Carla "21" Exciting and bewitching in a delightfully styled 14K Yellow Gold case. Features a 21 jewel movement and an attractive dial Flexible adjustable mesh gold-filled bracelet with safety chain
7885W6490 Retail $107.50
Patriot Golden Carla "A" "21"—Same as above in white.
7886W6490 Retail $107.50

EVERY BENRUS IS UNCONDITIONALLY GUARANTEED FOR 3 FULL YEARS.

Every Benrus watch movement must perform properly for 3 full years or Benrus will repair or replace it fast . . . and FREE!

Patriot Lady Fenny—Dependable 17 jewel movement set in daintily sculptured case. 10K yellow rolled gold plate top, stainless steel back. Faceted crystal, shock-absorbing, unbreakable mainspring Custom bracelet blends to design of the case.
7887W4490 Retail $75.00
Patriot Lady Fenny "W"—Same as above in white
7888W4490 Retail $75.00

Patriot Abby "21"—This excellent 21 jewel model features a round petite dial within a marquise shaped faceted crystal. All yellow case. Elegant J-B adjustable expansion bracelet with safety chain.
7889W4690 Retail $82.50
Patriot Abby "W" "21" Same as above in White
7890W4690 Retail $82.50

Patriot Space Climber — Self-winding model precision crafted to attain the heights of accurate timekeeping. 11 jewel movement, yellow top, stainless steel back. Guaranteed waterproof*. Modern dial with luminous hands and sweep second Matching adjustable expansion band.
7891W4490 Retail $72.50

Patriot Sea Rover—Dynamic and handsome 17 jewel model. Wrist alarm feature. Yellow top, stainless steel back, guaranteed waterproof*. Luminous hands with sweep second hand.
7892W4650 Retail $77.50
Patriot Sea Rover "X"—Same as above in Stainless Steel case.
7893W4490 Retail $75.00

Patriot Elise "21"—Petite and beautiful 21 jewel model features 10K Yellow Gold-filled florentine finished case and faceted crystal. Elegant flexible adjustable bracelet with safety chain.
7894W4690 Retail $77.50
Patriot Elise "W" "21"—Same as above in white.
7895W4690— Retail $77.50

BENRUS

EVERY BENRUS IS UNCONDITIONALLY GUARANTEED FOR 3 FULL YEARS

The mark of supreme craftsmanship is symbolized in the Patriot ribbon. Patriot Watches feature the most distinctive styling for modern men and women. Every precision Benrus movement is shock-absorbent, anti-magnetic with an unbreakable mainspring. Each carries the unique Benrus unconditional 3 year guarantee of quality.

Every Benrus watch movement must perform properly for 3 full years or Benrus will repair or replace it fast . . . and FREE!

Patriot Nanette "21"—Exquisite 21 jewel creation features a faceted crystal. 10K yellow rolled gold plate top, Stainless Steel back tapered adjustable expansion bracelet with safety chain
7896W3690 Retail $62.50
Patriot Nanette "W" "21"—Same as above in white.
7897W3690 Retail $62.50

Patriot Garth "23"—Dynamic and handsome 25 jewel model in all yellow case. Simple modern dial. Self-winding, guaranteed waterproof*. Luminous hands with sweep second. Shock absorbing movement, unbreakable mainspring. Matching J-B adjustable expansion band.
7898W3790 Retail $97.50

Patriot Golden Paula—Exciting 17 jewel model features a 14K Yellow Gold case. Easy to read dial. Elegant adjustable bracelet with safety chain.
7899W4050 Retail $67.50
Patriot Golden Paula "W"—Same as above in white
7900W4050 Retail $67.50

Patriot Lady Nadine—Fashionable 17 jewel creation with 14K Yellow Gold sculptured case. Flexible adjustable mesh gold-filled bracelet with safety chain.
7901W5990 Retail $100.00
Patriot Lady Nadine "A"—Same as above in 14K White Gold.
7902W5990 Retail $100.00

Patriot Sky Apollo—Handsome 17 jewel self-winding model. Yellow top, Stainless Steel back, guaranteed waterproof*. Luminous hands with sweep second. Shock absorbing movement, unbreakable mainspring. Matching adjustable expansion band.
7903W4490 Retail $75.00
Patriot Sky Apollo "Z"—Same as above with black dial.
7904W4490 Retail $75.00

Patriot Golden Daria "21"—Graceful creation with quality 21 jewel movement 14K Yellow Gold case in Florentine finish. Matching bracelet.
7905W5690 Retail $95.00
Patriot Golden Daria "A" "21" — Same as above in white
7906W5690 Retail $95.00

Every Benrus watch comes beautifully gift boxed.

Patriot Lady Greta Charm and elegance in this breathtaking creation. Quality 17 jewel movement 14K Yellow Gold oval case. Shock absorbing movement, unbreakable mainspring. Flexible adjustable mesh gold-filled bracelet with safety chain enhances this lovely watch.
7907W5990 Retail $100.00
Patriot Lady Greta "A"—Same as above in 14K White Gold.
7908W5990 Retail $100.00

Patriot Lady Ginger—Modern oval styled 17 jewel creation in smart sculptured case. 10K Yellow rolled Gold plate top, Stainless Steel back. New style tapered, adjustable bracelet with safety chain adds charm and elegance.
7909W3750 Retail $65.00
Patriot Lady Ginger "W"—Same as above in White.
7910W3750 Retail $65.00

Patriot Lady Terry "21"—Stunningly designed 21 jewel watch for the glamorous lady. All yellow case with faceted crystal. Tapered Kreisler adjustable expansion bracelet.
7911W4790 Retail $79.95
Patriot Lady Terry "W" "21"—Same as above in white
7912W4790 Retail $79.95

Patriot Lady Judy "21"—Enchanting 21 jewel model features gleaming all yellow case. Simple and graceful is this creation with matching flexible bracelet with adjustable links and safety chain
7913W4250 Retail $69.95
Patriot Lady Judy "W" "21"—Same as above in white.
7914W4250 Retail $69.95

* If case, crystal, and crown remain intact.

BENRUS

UNCONDITIONALLY GUARANTEED FOR 3 FULL YEARS

Patriot Sky Zeus—Rugged 17 jewel self-winding creation. Radiant dial with sculptured markers. Calendar model gives time and date automatically. Yellow top, Stainless Steel back. Luminous hands with sweep second. Guaranteed waterproof*. Shock absorbing movement, anti-magnetic, unbreakable mainspring. Matching adjustable expansion band
7948W5250 Retail $87.50

Patriot Sky Zeus "X"—Same as above in white
7949W4950 Retail $82.50

Pat. Sky Duke "25"—Magnificent 25 jewel self-winding model features brilliant sunburst dial. Guaranteed waterproof*. Gleaming yellow top, Stainless Steel back. Unbreakable mainspring, shock absorbing movement, anti-magnetic. Handsome Kreisler adjustable expansion band.
7950W5390 Retail $89.95

Patriot Sky Duke "X" "25"—Same as above in white.
7951W5175 Retail $87.50

◀ **Patriot Sky Titan "X"**—Modern 17 jewel self-winding model is smartly styled. Handsome dial features faceted markers and luminous hands with sweep second. Convenient and accurate, gives time and date automatically. All Stainless Steel case. Shock absorbing movement, unbreakable mainspring, anti-magnetic. Handsome J-B adjustable expansion band
7954W4950 Retail $82.5

Your guarantee of assured quality is the Benrus 3 Year Unconditional Guarantee. Your Benrus movement must perform properly for 3 full years or Benrus will repair it fast and free.*

*Guarantee valid only if filled out and sent to Benrus

Patriot Sky Rainbow "T" "39"—Brilliant watch with all yellow case and striking gold color dial. 39 jewel self-winding movement. All yellow case, guaranteed waterproof*. Luminous hands and sweep second. Shock absorbing movement, unbreakable mainspring, anti-magnetic. Harmonizing adjustable expansion band
7952W5990 Retail $100.00

Patriot Sky Rainbow "39" Same as above with white dial.
7953W5990 Retail $100.00

Patriot Calendar Doyle—Handsome 17 jewel self-winding model. Rich sculptured numerals and luminous hands with sweep second are featured. All yellow case, calendar feature, guaranteed waterproof*. Shock absorbing movement, unbreakable mainspring, anti-magnetic. Matching J-B adjustable center expansion band
7956W5700 Retail $95.00

Patriot Sky Hermes "25". The ultimate in automatic timekeeping. 25 jewels, self-winding, calendar feature, guaranteed waterproof* Yellow top, stainless steel back. Luminous hands with sweep second Matching adjustable center expansion band.
7958W5990 Retail $100.00

Patriot Sky Hermes "X" "25"—Same as above in stainless steel.
7957W5775 Retail $93.00

Patriot Sky Dart—Impeccably designed 17 jewel model with quality self-winding movement. Perfectly styled for dress or business wear. Yellow top, Stainless Steel back. Luminous hands with sweep second hand. Guaranteed waterproof*. Shock-absorbing movement, unbreakable mainspring, anti-magnetic. Matching adjustable expansion band.
7958W4890 Retail $82.50

Patriot Sky Dart "T"—A brilliant modern interpretation with precision 17 jewel self-winding movement. The fine markings on the dial add to the beauty of the design. Yellow top, Stainless Steel back. Guaranteed waterproof*. Luminous hands with sweep second hand. Matching adjustable expansion band.
7959W4890 Retail $82.50

*If case, crystal, and crown remain intact.

Patriot Sky Emperor "25". Modern radiant dial watch encircled by minute track. Fine 25 jewel self-winding movement. All yellow case, guaranteed waterproof*. Luminous hands with sweep second. Unbreakable mainspring, anti-magnetic. Matching expansion band.
7960W5490 Retail $92.50

Patriot Sky Emperor "2" "25"—Same as above with black dial.
7961W5490 Retail $92.50

Patriot Space Voyage "X"—Sleek 17 jewel creation features a fine self-winding movement. All Stainless Steel case, guaranteed waterproof*. Handsome dial has luminous hands and sweep second. Shock-absorbing movement, anti-magnetic, unbreakable mainspring. Neat adjustable expansion band.
7962W4690 Retail $75.00

BENRUS

FINE WATCH OF GUARANTEED ACCURACY

Every Benrus quality watch movement has 17 or more jewels. 17 or more points of protection, and bears the unequalled Benrus Unconditional 3 Year Guarantee. In fact—you can count on a whole lifetime of faithful service. Every Benrus is just that fine a watch.

PATRIOT

Every Benrus watch movement must perform properly for 3 full years or Benrus will repair or replace it fast . . . and FREE!

BENRUS UNCONDITIONALLY 3 YEARS GUARANTEED

Patriot Theresa — Small enough to fit through a wedding band. 17 jewels faceted crystal. Yellow top with stainless steel back. Matching adjustable expansion bracelet.
7915W3690 Retail $62.50
Patriot Theresa "W" — Same as above in white.
7916W3690 Retail $62.50

Patriot Lady Iris — Exciting 17 jewel creation features sector dial highlighted by sparkling faceted crystal. Yellow top with stainless steel back. Elegant flexible, adjustable bracelet with safety chain.
7917W3550 Retail $59.95
Patriot Lady Iris "W"—Same as above in white.
7918W3550 Retail $59.95

Patriot Lady Julia—17 jewel model featuring florentine finish dial Yellow top with stainless steel back Faceted crystal Attractive adjustable florentine finish bracelet with safety chain.
7919W4350 Retail $72.50
Patriot Lady Julia "W"—Same as above in white.
7920W4350 Retail $72.50

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Every Benrus watch comes beautifully gift boxed.

Patriot Lady Margo "21"—Delicately styled 21 jewel creation. Yellow top with stainless steel back. Matching adjustable expansion bracelet accents the beauty.
7921W3590 Retail $59.95
Patriot Lady Margo "W" "21"—Same as above in white
7922W3590 Retail $59.95

Patriot Lady Grace—Ultra smart 17 jewel oval creation with full figure dial. Case beautifully crafted in fluted design. Yellow top, stainless steel back Matching adjustable expansion bracelet
7923W2590 Retail $47.50
Patriot Lady Grace "W"—Same as above in white.
7924W2590 Retail $47.50

Patriot Lord Gary - Modern masculine case with 17 jewel shock-absorbing movement, unbreakable mainspring. Easy to read dial. Attractive adjustable expansion band.
7925W3050 Retail $52.50

Patriot Rick—Bold, contemporary styling to please any man. 17 jewels. Superbly-fashioned yellow top, stainless steel back case. Shock absorbing movement, unbreakable mainspring. Matching adjustable expansion band.
7926W3290 Retail $55.00

Patriot Lord Vallant -Square, smart and modern. This band some 17 jewel model features brilliant gold color markers and sweep second hand. Yellow top, stainless steel back. Adjustable expansion band.
7927W3575 Retail $59.95

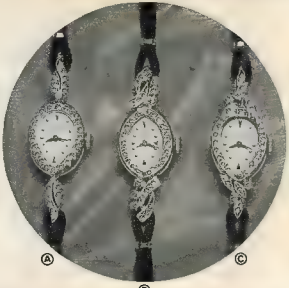
Patriot Lord Valiant "Z"—Same features as model Patriot Lord Valiant, black dial.
7928W3575 Retail $59.95

Retail Prices Are Suggested Only And May Vary In Different Trading Areas

Fine Diamond Watches

Tremendous values in diamond set watches built for style and beauty and to give years of lasting pleasure and satisfaction. The ultimate desire of ladies of discriminating taste in diamonds is for a proper ornamentation, one of balance and harmony to a particular need. Therefore, the House of Bennett has specially planned the beautiful diamond watch models shown. The stylists, the diamond experts and skilled artisans have combined their efforts to give our trade the very best at the lowest prices. The dependable movements used are cased, timed and guaranteed by *Bennett Brothers.*

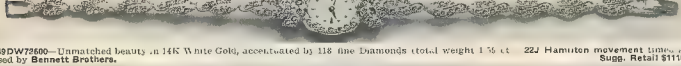
Bennett Traditional Quality



(Right)
(A) 1244DW24000—14K White Gold case enhanced by the beauty and brilliance of 34 matched Diamonds (total weight .44 ct.). 22J **Hamilton movement** cased and timed by **Bennett Brothers.** Black silk cord with safety catch and chain.
Sugg. Retail $410.00

(B) 1245DW24500—Attractively designed case in 14K White Gold highlighted by the beauty of 36 fine Diamonds (total weight .46 ct.). 22J **Hamilton movement** cased and timed by **Bennett Brothers.** Black silk cord with safety catch and chain.
Sugg. Retail $415.00

(C) 1246DW22500—This enchantingly designed 14K White Gold case is enhanced by 24 fine Diamonds (total weight .41 ct.). 22J **Hamilton movement** cased and timed by **Bennett Brothers.** Black silk cord with safety catch and chain **Sugg Retail $385.00**

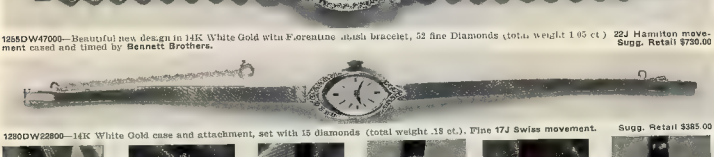


1239DW7500—Unmatched beauty in 14K White Gold, accentuated by 118 fine Diamonds (total weight 1.35 ct.) cased by **Bennett Brothers.** 22J **Hamilton movement** timed and **Sugg. Retail $1110.00**

1254DW71000—Smartly styled 14K White Gold case and bracelet set with 4 Marquise Diamonds and 67 fine round Diamonds (total weight 1.29 ct.). 22J **Hamilton movement** cased and timed by **Bennett Brothers.** **Sugg. Retail $1085.00**

1255DW47000—Beautiful new design in 14K White Gold with Florentine finish bracelet, 52 fine Diamonds (total weight 1.05 ct.) 22J **Hamilton movement** cased and timed by **Bennett Brothers.** **Sugg. Retail $730.00**

1280DW22800—14K White Gold case and attachment, set with 15 diamonds (total weight .18 ct.). Fine 17J Swiss movement. **Sugg. Retail $385.00**



1039DW36000 Fine 22J **Hamilton movement** cased in Platinum by **Bennett Brothers.** Set with 18 beautiful Diamonds (.75 ct. T.W.). Black silk cord with safety catch.
Sugg. Retail $575.00

1180DW14500 Elegant design in lustrous 14K White Gold containing 50 glistening Diamonds. 23J **Elgin movement** timed and cased by **Bennett Brothers.** Black silk cord with safety catch. **Sugg. Retail $265.00**

1169DW14000 Special setting enhances the beauty and brilliance of 30 matched Diamonds (.75 ct. T.W.) set in 14K White Gold. 23J **Elgin movement** timed and cased by **Bennett Brothers.** Black silk cord with safety catch and chain.
Sugg. Retail $245.00

1304DW22700—A smartly styled octagon shaped watch with 24 matched diamonds (total weight .48 ct.), with a special imported small size **Ninisi,** 17J time honored shock resistant movement. Black silk cord with safety catch and chain.
Sugg. Retail $385.00

1187DW18500 A [illegible] cased [illegible] Diamonds, 20 of them [illegible] (.75 ct. set in this 14K White Gold case which is fitted with the special imported small size **Nicolet 17J time honored shock resistant movement.** Dainty black silk cord attachment with safety catch.
Sugg. Retail $365.00

1305DW15400 [illegible] 14K White Gold [illegible] (total weight .[illegible] ct.) [illegible] quisitely styled 14K white gold case. 17J **Hamilton movement** timed and cased by **Bennett Brothers.** Black silk cord with safety catch and chain
Sugg. Retail $260.00

Diamond Watch Attachments

The beauty of a diamond watch can be enhanced many times over by attaching to it a fine diamond bracelet.

This selection, in 14K white gold or platinum, makes it easy to choose the perfect match for a diamond watch. They are styled for lasting beauty and are set with fine quality diamonds

Generally it is advisable to send any watch to us on which a diamond attachment is to be placed along with the over-all wrist measurement so that the expert workmanship of the manufacturer is available to insure a proper fit and satisfaction

Memorandum selections will be sent on approval to well-rated firms or banks without obligation to purchase.

Illustrations about actual size. Prices quoted are for standard sizes.

Sugg. Retail

(A) **9249DW6300**—Fancy Link Attachment Beautiful single row scroll shaped settings with 16 sparkling Diamonds 14K White Gold—fitted with sturdy catch. **$110.00**

(B) **9260DW11700**—Square Link Attachment. Extremely popular design in 14K White Gold. 24 sparkling Diamonds (⅝ ct. T.W.) in rosebud shaped settings—fitted with safety catch **205.00**

(C) **9246DW13500**—Fancy Link Attachment. Double row marquise shaped settings with 24 matched Diamonds (¾ ct. T.W.). 14K White Gold. Safety chain and catch **240.00**

(D) **9245DW11700**—Fancy Link Attachment Petit Point effect setting. Very dainty 14K White Gold mounting set with 24 carefully selected Diamonds (⅝ ct. T.W.). Fitted with safety chain and catch **205.00**

(E) **9269DW8200**—14K White gold Marquise effect Attachment set with 8 sparkling diamonds (total weight .12) with extra links to be added with diamonds as necessary. **145.00**

(F) **9218DW23700**—Box Link Attachment. Always a popular design in 14K White Gold set with 32 carefully selected brilliant Diamonds (⅝ ct. T.W.). Durable catch with safety clasp..... **400.00**

(G) **9255DW37500**—Square Row Link Attachment 14K White Gold with 56 carefully selected sparkling Diamonds (1.00 ct. T.W.) in distinctive shell leaf setting. Fitted with safety clasp **600.00**

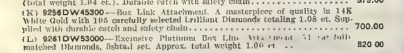
(H) **9225DW33400**—Box Link Attachment Beautiful Platinum set with 40 carefully selected matched Diamonds (⅝ ct. T.W.) Durable catch with safety chain **550.00**

(I) **9236DW50400**—Straight Row Link Attachment Beautiful Platinum band 56 selected Diamonds individually prong set. Diamond set catch with safety clasp. Diamond T.W. 1.00 ct. **780.00**

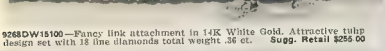
(J) **9258DW34900**—14K White Gold tailored double row box link attachment Delicate beauty in design and strength in craftsmanship. 72 selected Diamonds (total weight 1.04 ct.). Durable catch with safety chain..... **575.00**

(K) **9248DW45900**—Box Link Attachment. A masterpiece of quality in 14K White Gold with 105 carefully selected Brilliant Diamonds totaling 1.08 ct. Supplied with durable catch and safety chain..... **700.00**

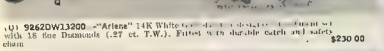
(L) **9261DW53000**—Exclusive Platinum Box Link Attachment 71 carefully matched Diamonds, fishtail set. Approx. total weight 1.00 ct. .. **820.00**



9268DW15100—Fancy link attachment in 14K White Gold. Attractive tulip design set with 18 fine diamonds total weight .36 ct. **Sugg. Retail $255.00**



(O) **9262DW13200**—"Arlene" 14K White Gold attractive attachment set with 18 fine Diamonds (.27 ct. T.W.). Fitted with durable catch and safety chain **$230.00**

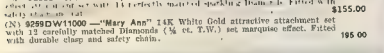


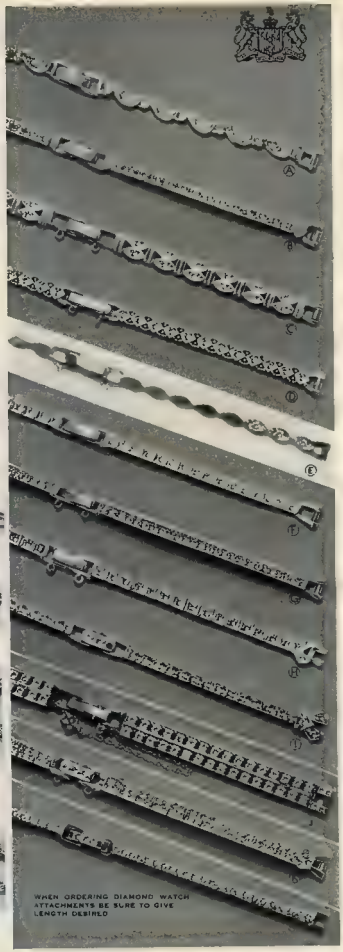
(M) **9258DW8900**—"Nancy Lou" 14K White Gold delicate marquise attachment set with 12 carefully matched sparkling Diamonds. Fitted with safety chain and catch **$155.00**

(N) **9259DW11000**—"Mary Ann" 14K White Gold attractive attachment set with 13 carefully matched Diamonds (⅛ ct. T.W.) set marquise effect. Fitted with durable clasp and safety chain. **195.00**

(O) **9266DW25300**—Fancy Link Attachment Leaf design in 14K White Gold. Set with 38 selected Diamonds (total weight .75 ct. T.W.) Durable safety catch **$415.00**

(P) **9267DW21900**—Delicately designed bud effect attachment, set with 26 selected Diamonds (total weight .65 ct. T.W.) Durable safety catch with chain..... **370.00**





Fine Diamond Watches

Select diamond jewelry with great discrimination. Be sure the diamonds do give the proper scintillating gleams of reflected light, that the watch case is of good weight for the protection of the movement and that its style will endure. Our expert craftsmen have combined their talents in the selection of both the diamonds and the case designs to present here beautiful diamond watches that will give to our trade full and complete satisfaction. The dependable watch movements used are all cased, *timed and guaranteed by Bennett Brothers.*

Memorandum selections sent to well-rated firms and banks upon request, subject to approval, without obligation to purchase.

★**NOTICE**—All prices quoted in this Catalog are either the Manufacturer's or Bennett's Suggested Retail Prices. They are not the prices at which Bennett Brothers sell. See Trade Information. **(Right)**

(A) **1175DW36700**—Fine **22J Hamilton movement** cased in Platinum by **Bennett Brothers.** Set with 28 beautifully matched round diamonds (⅜ ct. T.W.). Black silk cord attachment with safety catch. **Sugg. Retail $590.00**

(B) **1176DW60000**—Beautiful Platinum case of graceful design set with 44 matched round diamonds (1.22 ct. T.W.). Excellent **22J Hamilton movement** cased by **Bennett Brothers.** Black silk cord attachment with safety catch. **Sugg. Retail $920.00**

(C) **1177DW63400**—A glistening jewel 32 perfectly matched round diamonds (1.54 ct. T.W.) set in lustrous Platinum and fitted by **Bennett Brothers** with a **22J Hamilton movement.** Black silk cord attachment with safety catch. **Sugg. Retail $970.00**

Gift of Elegance

1174DW147700—[illegible] **Bennett Brothers** with a **22J Hamilton movement.** Diamond total weight 3.00 ct. **Suggested Retail $2215.00**

"Rhapsody in Diamonds"

1215DW92200—The elegance of the entwined lines of this magnificent Platinum Diamond watch and bracelet ensemble makes this a masterpiece. Set with 8 fine ba[illegible] 74 [illegible] Diamonds selected for color and brilliance. **22J Hamilton movement** timed and cased by **Bennett Brothers.** Diamond total weight 1¾ ct. **Suggested Retail $1385.00**

"Graceful Radiance"

1178DW38400—[illegible] 14K White Gold Bracelet attachment set with 14 sparkling Diamonds in marquise shaped setting; matching case with 30 more fine qual[illegible] Excellent **22J Hamilton movement** cased by **Bennett Brothers.** **Suggested Retail $615.00**

Diamonds Last Forever

1181DW15300—Tailored case in [illegible] White Gold set with 12 matched Diamonds (⅛ ct. T.W.) [illegible] in balance [illegible] fashion on each side. **22J Hamilton movement** timed and cased by **Bennett Brothers.** Black silk cord with safety catch. **Sugg. Retail $260.00**

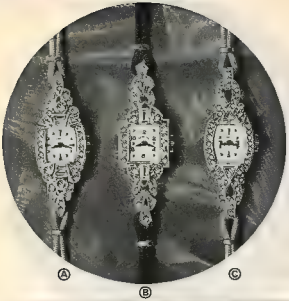
1190DW26300—Another sparkling new design in 14K White Gold 38 carefully chosen Diamonds [illegible] ct. T.W.). Black silk cord with safety clasp. The movement is a fine **22J Hamilton** cased by **Bennett Brothers.** **Sugg. Retail $435.00**

1159DW18900—Elgin 23J movement cased by **Bennett Brothers** in this fine 14K White Gold case set with 26 carefully selected Diamonds (½ ct. T.W.). Black silk cord with safety clasp. **Sugg. Retail $320.00**

1157DW16100—Fine **22J Hamilton movement** cased by **Bennett Brothers.** 14K White Gold case set with six [illegible] brilliant Diamonds (½ ct. T.W.) of excellent quality. Black silk cord with safety catch. **Sugg. Retail $275.00**

1051DW39700—Platinum case set with 24 full cut matched Diamonds (⅝ ct. T.W.). **22J Hamilton movement** cased by **Bennett Brothers.** Black silk cord with safety catch. **Sugg. Retail $635.00**

Styled for Lasting Beauty



Fine Diamond Watches

Beautifully styled diamond watches done in classic lines for smarter appearance in both Platinum and Gold. Elegance in case styling set with scintillating diamonds carefully selected by diamond experts to give maximum brilliancy. Dependable movements that are cased, *timed and guaranteed to give complete satisfaction by Bennett Brothers.* Our experience of over 60 years in fine jewelry, quality watches and "Traditional Quality" diamonds make possible these tremendous values.

"Elegant Styling in Fine Watches"

(Left)

(A) **1160DW50600**—The elegance of classic design in this fine Platinum case set with 34 round diamonds and 4 baguettes (1.00 ct. T. W.) **22J Hamilton movement** timed and cased by **Bennett Brothers.** Gray silk cord with safety catch and chain. **Sugg. Retail $785.00**

(B) **1161DW39500**—Gracefully tapered Platinum case containing 24 round diamonds and 2 baguettes (½ ct. T. W.) **22J Hamilton movement** timed and cased by **Bennett Brothers.** Black silk cord with safety catch and chain. **Sugg. Retail $630.00**

(C) **1162DW52900**—Delicately designed Platinum case high-lighting 2 large triangle diamonds and 46 round diamonds. **22J Hamilton movement** timed and cased by **Bennett Brothers.** Gray silk cord with safety catch and chain. **Sugg. Retail $820.00**

1298DW124700—14K White gold case and bracelet, an exquisite design with 70 brilliant diamonds (4.52 ct. total weight) **22J Hamilton movement** timed and cased by **Bennett Brothers.** **Sugg. Retail $1870.00**

1253DW137500—Exceptionally fine and exquisitely designed platinum case and bracelet, set with 8 baguette diamonds and 10 carefully matched round diamonds (TW 2.92 ct.). **22J Hamilton movement** timed and cased by **Bennett Brothers.** **Sugg. Retail $2060.00**

1251DW126000—Platinum case and bracelet. Exceptionally beautiful tailored design set with 2 pear shaped diamonds and 72 full cut round diamonds (TW 2.44 ct.). **22J Hamilton movement** timed and cased by **Bennett Brothers.** **Sugg. Retail $1890.00**

1252DW87300—Platinum diamond watch and bracelet ensemble set with 4 baguettes and 72 carefully matched round diamonds (TW 1.21 ct.) Dainty entwined design bracelet. **22J Hamilton movement** cased and timed by **Bennett Brothers.** **Sugg. Retail $1310.00**

1299DW9300—Graceful 14K White gold case containing 6 matched diamonds (total weight .09 ct.) **17J Hamilton movement** timed and cased by **Bennett Brothers.** Black silk cord with safety catch and chain. **Sugg. Retail $165.00**

1300DW15200—This enchanting 14K white gold case is enhanced with 14 sparkling diamonds (total weight .28 ct.) and is fitted with a **23J Elgin movement** timed and cased by **Bennett Brothers.** Black silk cord with safety catch and chain. **Sugg. Retail $260.00**

1301DW13200—Sparkling oval creation with 10 sparkling diamonds set in a beautifully styled 14K white gold case. **17J Hamilton movement** timed and cased by Bennett Brothers. Black silk cord with safety catch and chain. **Sugg. Ret. $230.00**

1302DW11300—Exquisite new design in 14K white gold with 6 diamonds (total weight .09 ct.) **23J Elgin movement** timed and cased by **Bennett Brothers.** Black silk cord with safety catch and chain. **Sugg. Retail $200.00**

1303DW9500—A beautiful twist design 14K white gold case set with 6 matched diamonds (total weight .09 ct.) **17J Hamilton movement** timed and cased by **Bennett Brothers.** Black silk cord with safety catch and chain. **Sugg. Retail $165.00**

1217DW9600—A Glamorous new style of marquise shaped 14K White Gold case with 4 fine Diamonds **23J Elgin movement** timed and cased by **Bennett Brothers.** Black silk cord with safety catch. **Sugg. Retail $165.00**

Prices Subject to Change Without Notice

Fine Diamond Watches

Outstanding beauty, distinguished quality and superior workmanship are portrayed in this selection of diamond watches. The cases are all set with fine quality diamonds, and the dependable movements used are cased, timed and guaranteed by Bennett Brothers.

Memorandum selections sent to well rated firms and banks upon request, subject to approval without obligation to purchase.

Ⓡ Ⓢ Ⓣ *"There is no Substitute for Quality"* Ⓐ Ⓑ Ⓒ

(R) 1272DW43800 14K White gold case set with 28 single-cut Diamonds (total weight .15 ct.) and 12 single-cut Diamonds (total weight .12 ct.). 22J Hamilton movement timed and cased by Bennett Brothers. Black silk cord with safety catch and chain. Sugg. Retail $700.00

(S) 1271DW47500 14K White gold case set with 42 single-cut round Diamonds (total weight .75 ct.). 12 baguette Diamonds (total weight .12 ct.). 22J Hamilton movement timed and cased by Bennett Brothers. Black silk cord with safety catch and chain. Sugg. Retail $735.00

(T) 1274DW41100 14K White Gold case set with 28 single-cut Diamonds (total weight .15 ct.). 22J Hamilton movement timed and cased by Bennett Brothers. Black silk cord with safety catch and chain. Sugg. Retail $655.00

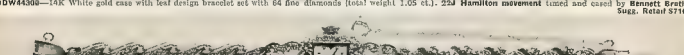
(A) 1206DW16300 14K White gold case set with 8 full cut Diamonds (total weight .40 ct.). 22J Hamilton movement timed and cased by Bennett Brothers. Black silk cord with safety catch and chain. Sugg. Retail $390.00

(B) 1307DW14200 14K White gold wristlet watch case with 6 full cut diamonds (total weight .24 ct.). 22J Hamilton movement timed and cased by Bennett Brothers. Black silk cord with safety catch and chain. Sugg. Retail $250.00

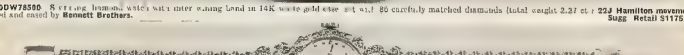
(C) 1308DW16300 14K White gold case set with 8 full cut Diamonds (total weight .32 ct.). 17J Hamilton movement timed and cased by Bennett Brothers. Black silk cord with safety catch and chain. Sugg. Retail $275.00

1309DW44300—14K White gold case with leaf design bracelet set with 64 fine diamonds (total weight 1.05 ct.). 22J Hamilton movement timed and cased by Bennett Brothers. Sugg. Retail $710.00

1310DW78500 Sterling diamond watch with inter-locking band in 14K white gold case and set 80 carefully matched diamonds (total weight 2.27 ct.) 22J Hamilton movement timed and cased by Bennett Brothers. Sugg. Retail $1175.00



1247DW32600 A beautiful design of 14K White Gold case and bracelet with 28 fine Diamonds (total weight .32 ct.). 22J Hamilton movement cased and timed by Bennett Brothers. Sugg. Retail $535.00



1275DW94000 14K White gold case and bracelet set with 145 fine diamonds (total weight 2.50 ct.). Exquisitely designed to display the larger diamonds. 22J Hamilton movement timed and cased by Bennett Brothers. Safety catch and chain. Sugg. Retail $1470.00

1248DW10400 Simplicity personified by this stylish round 14 Diamond 14K White Gold case fitted by Bennett Brothers with excellent quality 23J Elgin movement. Black silk cord with safety catch. Sugg. Retail $160.00

1261DW12600 14K White Gold case complemented by 9 sparkling fine quality Diamonds. 22J Hamilton movement cased by Bennett Brothers. Black silk cord with safety catch. Sugg. Retail $220.00

1227DW14900—22J Hamilton movement cased and timed by Bennett Brothers. 14K White Gold case set with 6 fine Diamonds (total weight .24 ct.). Black silk cord with safety catch and chain. Sugg. Retail $265.00

1246DW26000 14K White Gold case set with 10 carefully matched Diamonds (total weight .42 ct.). 22J Hamilton movement cased and timed by Bennett Brothers. Black silk cord. Sugg. Retail $340.00

1241DW16300 14K White Gold case set with 12 full cut Diamonds (total weight .40 ct.). 22J Hamilton movement cased and timed by Bennett Brothers. Black silk cord. Sugg. Retail $310.00

1243DW21600 14K White Gold case set with 18 fine Diamonds. 22J Hamilton movement cased and timed by Bennett Brothers. Black silk cord with safety catch and chain. Sugg. Retail $210.00

1155DW20400 Beautiful gold watch 23J Elgin movement cased by Bennett Brothers in this 14K White Gold case with four fine matched Diamonds. Black silk cord safety catch. Sugg. Retail $160.00

Fine Diamond Watches

This beautiful selection of diamond watches is made possible because of the expert knowledge of Bennett Brothers in the production of fine diamond jewelry. Each watch case has been approved by style experts and carefully checked by skilled craftsmen for quality and durability. The diamonds are meticulously selected and matched by Bennett Brothers for high quality and brilliancy. Highly skilled artisans have combined their talents in producing these exceptional values. The dependable movements used are cased, timed and fully guaranteed by Bennett Brothers.

"Diamonds Last Forever"

(D) 1256DW27500—14K White Gold case set with 18 fine Diamonds (total weight ½ ct.). 14K White Gold satin finish Band. 17J Incabloc Swiss movement. Sugg. Ret. $455.00

(E) 1257DW34900—14K white Gold case and bracelet set with 47 matched Diamonds (½ ct. TW). 17J Incabloc Swiss movement. Sugg. Retail $575.00

(F) 1225DW20700 12 fine Diamonds (⅛ ct. TW) set in 14K White Gold case and Attachment. 22J Hamilton movement. Ret. $350.00

(G) 1311DW26205 An elegant and dainty 14K white gold case set with 8 magnificent cut 10 sparkling diamonds (total weight ⅜ ct.) 17J Swiss movement timed and cased by Bennett Brothers. Black silk cord with safety catch. Sugg. Ret. $345.00

(H) 1312DW46558 — Popular shape 14K white gold case set in Florentine finish bracelet set with 56 carefully matched diamonds (total weight 1.00 ct.). Swiss movement timed and cased by Bennett Brothers. Sugg. Retail $720.00

(J) 1313DW28100. Dainty and sophisticated 14K white gold case, 2 baguettes, 24 diamonds (total weight .60 ct.) 17J Swiss movement timed and cased by Bennett Brothers. Black silk cord with safety catch and clip. Sugg. Retail $485.00

1314DW33300 A beautiful design particularly the fine and matched diamonds. Fine shape 14K white gold set with 42 carefully graded diamonds (total weight 1.79 ct.) 22J Hamilton movement timed and cased by Bennett Brothers. Sugg. Retail $850.00

1249DW34800 Extremely versatile diamond watch with [illegible] 14K White Gold set with 79 fine Diamonds total weight approx. ⅝ ct. 22J Hamilton movement timed and cased by Bennett Brothers. Sugg. Retail $575.00

1277DW42100—Four magnificent diamonds add to the charm of the [illegible] watch. Safety [illegible] 22J Hamilton movement timed and cased by Bennett Brothers. Sugg. Retail $675.00

1276DW37800—For the lady who wants a less ornate diamond watch. Ref. 14K W[illegible] The square dial is set with 20 full cut diamonds (.70 ct. TW). 22J Hamilton movement timed and cased by Bennett Brothers. Sugg. Retail $590.00

1198DW12900—22J Hamilton movement and case Bennett Brothers. 14K White Gold case with 10 sparkling fine quality Diamonds. Matching expansion bracelet 14K White Gold filled. Sugg. Retail $225.00

1200DW10500 A graceful creation in 14K White Gold case with 10 sparkling fine quality Diamonds. 22J Elgin movement cased by Bennett Brothers. Matching expansion band 12K White Gold filled. Sugg. Retail $185.00

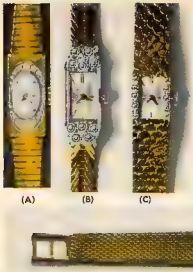
1182DW13400—Fine sterling silver, marcasite and fine diamonds. In 14K White Gold case set with 1 fine Diamond (TW .34 ct.) 17J Elgin movement cased and timed by Bennett Brothers. Black silk cord with safety catch and clip. Sugg. Ret. $235.00

1258DW13400 White Gold case and Adjustable Florentine finish band. 9 fine Diamonds (TW .07 ct.) 17J Incabloc Swiss movement. Sugg. Retail $235.00

14K 1259DW23500 White Gold case set with 1 fine Diamond (TW .34 ct.) 14K mesh bracelet. 22J Hamilton movement cased and timed by Bennett Brothers. Sugg. Retail $400.00

14K 1242DW18500 White Gold Florentine finish, set with 12 fine Diamonds. 22J Hamilton movement cased and timed by Bennett Brothers. Black silk cord with safety catch. Sugg. Ret. $240.00

1243DW18500 14K White Gold case set with 12 fine Diamonds (TW .36 ct.) 14K mesh band. 22J Elgin movement timed and cased by Bennett Brothers. Black silk cord with safety catch. Sugg. Ret. $320.00



(A) (B) (C)

Fine Watches Styled in 14k Yellow Gold

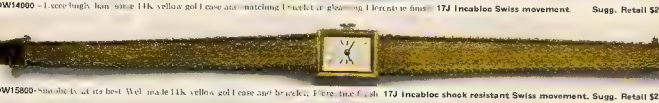
"Tailored for Maximum Beauty"

Because our selection of the new yellow gold watches was received so well, we have added to this collection. Here is one of the widest, most versatile selection of yellow gold and white gold watches some with diamonds and some without - to be found anywhere. Each one is a very fine value and backed by the House of Bennett, who have furnished quality merchandise for over sixty years

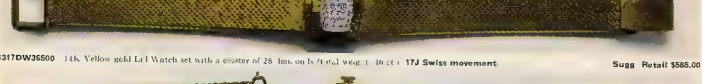
(A) **1278DW23800** Unusual baguette shaped watch with oval dial surrounded by 18 shimmering diamonds (.18 ct. TW). 14K Yellow Gold in exquisite Florentine finish. **Swiss movement timed and cased by Bennett Brothers.** Safety catch and chain. **Sugg Retail $405.00**

(B) **1318DW40000** -14K Yellow gold case and bracelet set with 10 full cut diamonds (total weight 1.00 ct.). **17J Swiss movement.** **Sugg Retail $640.00**

(C) **1319DW23000**—14K Yellow gold case and bracelet set with 10 diamonds (total weight .20 ct.). **Fine 17J Swiss movement** **Sugg. Retail $390 00**



1316DW14000 – Exceedingly handsome 14K yellow gold case and matching bracelet in gleaming Florentine finish **17J Incabloc Swiss movement.** **Sugg. Retail $245.00**



1315DW15800-Smoothly at its best Well made 14K yellow gold case and bracelet. Florentine finish **17J Incabloc shock resistant Swiss movement. Sugg. Retail $270.00**

1317DW36500 14K Yellow gold Lid Watch set with a cluster of 28 diamonds (total weight .36 ct.) **17J Swiss movement** **Sugg Retail $585.00**

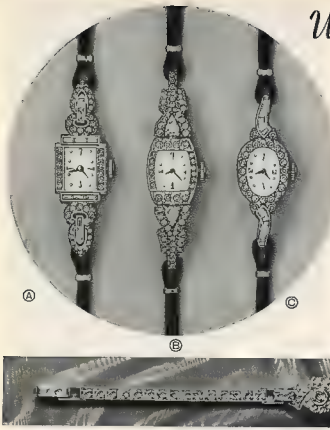
1282DW18200—14K Yellow Gold, Florentine finish bracelet. Watch case set with 6 fine Diamonds total weight .24 ct. Fine **17J Swiss movement.** **Sugg Retail $310.00**

1283DW13300 14K Yellow Gold Florentine finish watch and flexible bracelet Fine **17J Swiss movement.** **Sugg. Retail $235.00**

1320DW51100 [illegible] 14K [illegible] **22J Hamilton movement** [illegible] **Bennett Brothers Sugg Retail $790 00**

(1) **1268DW20800**—Stunning baguette shaped watch with Florentine finish bracelet created in 14K Yellow Gold. Two sparkling bands of 4 diamonds each enhance its beauty (total weight .16 ct.). **17J Incabloc shock-resistant Swiss movement.** Safety chain. **Sugg. Retail $355.00**

(2) **1269DW25200** –Eight sparkling diamonds (total weight .36 ct.) highlight the cunning square dial of this beautiful watch with gracefully tapered bright finish band. 14K Yellow Gold. **17J Incabloc Shock-resistant Swiss movement.** Safety chain. **Sugg. Retail $415.00**



Watches from the House of Bennett

The beautiful selection of attractive diamond watches presented in this catalogue is the result of the combined efforts of our designers and other highly skilled artisans. The cases are of lasting beauty, sturdily constructed for maximum protection of the movement and set with fine diamonds. The dependable watch movements used are all cased, timed and guaranteed by Bennett Brothers.

(Left)

(A) **1212DW66000**—A Glamorous Platinum case set with 10 fine Baguettes and 44 sparkling carefully matched Diamonds T.W. 1⅜ ct. **22J Hamilton movement** timed and cased by **Bennett Brothers.** Black silk cord with safety catch. **Sugg Retail $1010.00**

(B) **1213DW85100**—Enchanting Platinum case enhanced by 2 pear-shaped and 68 round Diamonds carefully matched for color and brilliance T.W. 1⅝ ct. **22J Hamilton movement** timed and cased by **Bennett Brothers.** Black silk cord with safety catch. **Sugg Retail $1275.00**

(C) **1214DW84300**—Exquisitely tailored Platinum case set with 22 baguettes and 24 sparkling perfectly matched Diamonds T.W. ⅞ ct. **22J Hamilton movement** timed and cased by **Bennett Brothers.** Black silk cord with safety catch **Sugg. Retail $840.00**

"Gleaming Splender"

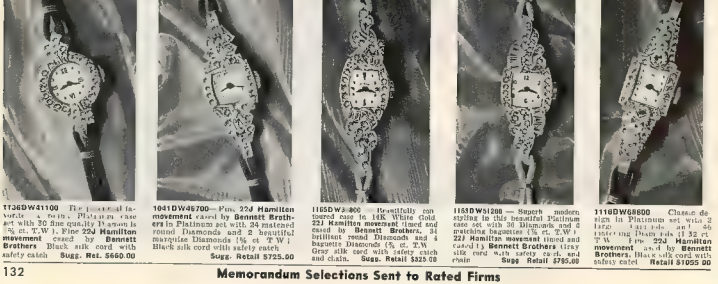
1135DW109800—Beautiful Platinum strap row bracelet attachment with Platinum case of lovely design. 74 carefully selected Diamonds including two matched larger Diamonds on either side of the case. Fine quality **22J Hamilton movement** cased by **Bennett Brothers.** Diamond total weight 2.00 ct. **Suggested Retail $1510.00**

"Breathtaking Brilliance"

1137DW116000—The symmetrical and entwined lines of this fine Diamond watch and bracelet ensemble make it one of our outstanding designs. Platinum throughout. It is set with 130 matched round Diamonds and 6 baguette Diamonds. Fine **22J Hamilton movement** cased by **Bennett Brothers.** Diamond total weight 2.27 ct. **Suggested Retail $1740.00**

"Radiant Beauty"

1118DW132600—This Platinum Diamond watch and bracelet combination is an item of rare beauty. The 78 Diamonds have been selected with utmost care for their exceptionally fine color and cut. Diamonds are used for the dial markings. The smooth and glitz polished round links glisten to add to the radiance of the ensemble as well as assure flexibility of the wrist. **22J Hamilton movement** cased by **Bennett Brothers.** Diamond total weight 2.98 ct. **Suggested Retail $1950.00**



1126DW41100—The personal favorite of many. Platinum case set with 20 fine quality Diamonds (⅝ ct. T.W.). Fine **22J Hamilton movement** cased by **Bennett Brothers.** Black silk cord with safety catch **Sugg. Ret. $660.00**

1041DW46700—Fine **22J Hamilton movement** cased by **Bennett Brothers** in Platinum set with 24 matched round Diamonds and 2 beautiful marquise Diamonds (⅝ ct. T.W.). Black silk cord with safety catch **Sugg. Retail $725.00**

1165DW34800—Beautifully contoured case in 14K White Gold **22J Hamilton movement** timed and cased by **Bennett Brothers.** 34 brilliant round Diamonds and 4 baguette Diamonds (⅝ ct. T.W.). Gray silk cord with safety catch and clasp. **Sugg. Retail $325.00**

1165DW51200—Superb modern styling in this beautiful Platinum case set with 30 Diamonds and 2 matching baguettes (⅞ ct. T.W.). **22J Hamilton movement** timed and cased by **Bennett Brothers** Gray silk cord with safety catch and clasp **Sugg Retail $785.00**

1116DW68600—Classic design in Platinum set with 2 large square and 46 tapering Diamonds (1 32 ct. T.W.). Fine **22J Hamilton movement** cased by **Bennett Brothers.** Black silk cord with safety catch **Retail $1055.00**

Memorandum Selections Sent to Rated Firms

realtone

Engineered for Excellence

An ultra-modern, completely solid state line, combining the most advanced circuitry with a new standard of elegance in design. A wedding of performance and appearance unequalled at any price.

EXECUTIVE—Desk Radio Set. The gift that denotes excellence in achievement. The commanding presence of the EXECUTIVE is enhanced by its powerful functional design. The solid, knurled, fingertip controls bespeak EXECUTIVE efficiency. Low distortion push-pull audio amplifier. Precision vernier slide rule tuning. The EXECUTIVE is equally at home in the mahogany lined front office or in the quiet sanctuary of your executive's den The EXECUTIVE comes complete with a solid walnut base, two pens and four long life penlight batteries in an attractive presentation box. Size: 6¼" x 4⅝" x 1⅛". Weight: 3 lbs.

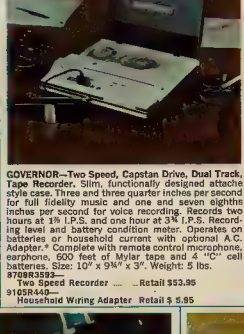
1063R1987—
AM Desk Radio Set ..... Retail $27.95

1102R2660—
AM/FM Desk Radio Set ..... Retail $37.95

AU-GO-GO "The Instant Discotheque." No warm-up period, winding or fussing with the completely solid state AU-GO-GO truly portable phonograph. Have a ball at the next beach party or picnic! Two speeds (45 & 33⅓ RPM). Full size 4" x 2½" oval speaker to jar 'em loose at the next blast. Sharp, slim compact case of high impact polymer. You can plug your AU-GO-GO into household current with the optional A.C. Adapter.* Complete with 4 flashlight "C" cell batteries in deluxe gift box. Size: 2¼" x 7" x 10". Weight: 3 lbs. 3 oz.

1067R1727—
Portable Phonograph Retail $25.95

1064R373—
Household Wiring Adapter...Retail $ 4.95



GOVERNOR—Two Speed, Capstan Drive, Dual Track, Tape Recorder. Slim, functionally designed attache style case. Three and three quarter inches per second for full fidelity music and one and seven eighths inches per second for voice recording. Records two hours at 1⅞ I.P.S. and one hour at 3¾ I.P.S. Recording level and battery condition meter. Operates on batteries or household current with optional A.C. Adapter.* Complete with remote control microphone, earphone, 600 feet of Mylar tape and 4 "C" cell batteries. Size: 10" x 9⅛" x 3". Weight: 5 lbs.

8709R3593—
Two Speed Recorder ..... Retail $53.95

9105R440—
Household Wiring Adapter Retail $ 5.95

COURIER—Tape Recorder—The compact new solid state COURIER captures those great moments forever! If you have ever thought, "If only I had a tape recorder now." The COURIER can be used as an electronic notebook, party log, tape pal medium or just a wonderful gadget to play with. Instant access pushbutton controls. Built in remote control microphone. Low noise level audio amplifier. Complete with tape, long life 9 volt battery and two "C" cell flashlight batteries in attractive gift package Size: 3" x 8⅛" x 6⅝". Weight: 3 lbs. 5 oz. Colors: Blue or Red.

1068R1727—
3¼" Tape Recorder ..... Retail $25.95

SPORTSMAN — 16 transistors, PORTABLE AND PLUGGABLE. Rugged, super-powered portable. Handsome, tough top grain Texton leatherette case. The SPORTSMAN features a built in A.C line cord for use on home current. Ultra reliable solid state circuitry assures peak performance. Full size 3½" x 2½" speaker. Tone control. Precision vernier slide rule tuning dial and control unit. Complete with earphone and 4 long life penlight batteries. Size: 4½" x 7½" x 2¼". Weight: 2 lbs. Colors: Black or Tan.

1066R1593 —
2 Way Radio ..... Retail $23.95

SAFARI — 14 transistors — Smart, new Nile Blue case and burnished metal face panel. Sophisticated solid state circuitry design provides powerful, crystal clear reception in marginal areas. Unique radial tuning dial for easy precision tuning. Advanced micro tuned I.F. circuits for razor sharp selectivity in congested urban reception areas. The "SAFARI" operates on batteries or home current with optional A.C Adapter.* Complete with personal earphone, 4 penlight batteries in gift package Size: 4" x 6¼" x 1¾" Weight: 1 lb. 9 oz.

1068R1060—
Safari Radio ..... Retail $15.95

1069R353—
Household Wiring
Adapter ..... Retail $ 4.95

MINIFON — 5 transistor + 2 diodes — crystal, Citizens Band "Walkie Talkie" . . . adds new dimensions of pleasure to fishing, camping, boating and golfing. Operating the MINIFON is a snap. Flip it on with your thumb, squeeze it and you're in business! The unique "squeeze to talk" switch reflects the efficient design of the MINIFON 100 milliwatt output. Complete with 9 volt battery in gift package. Size: 2¼" x 6¼" x 1⅛". Wt. 1 lb

8913R120—
Pair of Minifons
Retail $31.90

HANDIPHONE — 9 transistors — diode — thermistor, Citizens Band Transceiver . . . for those who demand the best in dependable communications. The steel case is finished in a micro-wrinkle, military gunmetal gray and black. Interchangeable crystals for individual channel selection. Comes with a crystal set for use on Channel 9 Complete with saddle stitched, leatherette case, earphone and eight 1.5 volt penlight batteries. Size: 3" x 6⅝" x 1". Weight 1 lb

8907R623—
Pair of Handiphones
..... Retail $59.90

MINIATURE PORTABLE TV

DELMONICO 9" PORTABLE TV

- AC-Battery-Auto
- VHF-UHF Reception
- 27 Transistors
- Compact Size
- 2" Speaker
- Telescopic Antenna

A completely transistorized 9" portable TV, AC household wiring or optional rechargeable battery operation. Accessory adapter cord permits operation from car, boat or any other external 12 volt battery. 27 transistors and 18 diodes circuitry. 8" channel tuner full VHF-UHF reception. Telescopic VHF antenna and loop antenna for UHF. 3" front mounted speaker. Heater for easy low channel selector. Lanyarm for private listening. Convenient carrying handle. Size 9½"x9¾"x 12½". Wt. 14 lbs. Made in Japan.

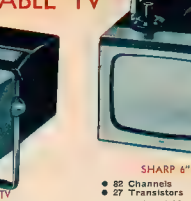
9050R9230—9" Television	Retail $189.95
9030R2252—Rechargeable Battery, Charger and Case	39.50
9028R3317—Cigarette Lighter Adapter Cord	4.25
9060R650—TV Carrying Case	8.50

DELMONICO 4½" PORTABLE TV

- AC-Battery-Auto
- 82 Channels
- 28 Transistors
- 2"x3" Speaker

A fully transistorized 4½" screen portable VHF-UHF TV set. 3-way operation . . . built-in 115V-AC power supply . . . from cigarette lighter receptacle in car, truck, or boat with optional cigarette lighter or line cord, or from rechargeable battery pack. Self-contained battery charger. 28 transistors and 25 diodes circuitry. Full 82 Channel reception. Built in VHF tuner. 2"x3" full fidelity front mounted speaker. Fingertip control panel. Bright, crisp reception. Telescopic antenna. New-level AGC noise limiter and AFC control. Convenient handle. Size: 6¾"x8½"x8¼". Wt. 6¼ lbs. Complete with carrying case and batteries. Made in Japan.

9057R12040—4½" Portable TV	Retail $189.95
9028R3317—Cigarette Lighter Adapter Cord	4.25
9060R650—Replacement Rechargeable Battery pack	12.50

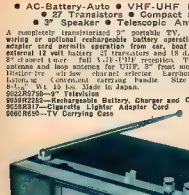


SHARP 6" PORTABLE TV

- 82 Channels
- AC or Battery
- 27 Transistors
- Built-in Charger

A compact portable 6" TV set that operates on Household current or from optional rechargeable battery pack. Built-in recharging circuit to recharge the battery pack. Full 82 channel reception. Separate VHF and UHF tuners. Telescopic VHF antenna UHF loop antenna. Separate brightness, contrast, horizontal, vertical and volume controls. 27 transistor, 24 diode circuitry. Rugged metal cabinet with carrying handle. Size 5"x6½"x7". Wt. 10 lbs. Made in Japan.

9054R10025—6" Portable TV	Retail $139.95
9003R13726—Rechargeable Battery Power Pack and leather Carrying case.	Retail $19.95
9026R1500—Auto Kit-radio, antenna and cord	32.95
9027R404—Carrying case	6.95

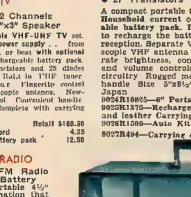


CROWN PORTABLE TV-RADIO

- 4½" TV Screen
- AM/FM Radio
- 82 Channels
- AC or Battery

A compact transistorized portable 4½" TV and AM/FM radio combination that operates on 8 "D" flashlight batteries optional rechargeable battery pack or AC household current with AC adapter/charger. Full 82 channel reception. Excellent AM/FM broadcast reception. 2½" speaker. Telescopic antenna. Size. 3¾"x 9¼"x8½". Complete with AC adapter/charger. Made in Japan.

1120R6666—TV-AM/FM Portable	Retail $199.95
1180R3380 — Rechargeable battery pack	39.95

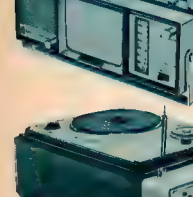


DELMONICO PORTABLE TV-RADIO-PHONO

- 4½" TV Screen
- AM/FM Radio
- 3-Speed Phonograph
- 35 Transistors

A compact all transistor portable 4½" TV, AM/FM radio, and 3-speed (33⅓, 45 and 78 RPM) phonograph. Operates on AC house current, or on built-in rechargeable battery operation . . . an optional adapter cord permits operation from car, boat, or any external 12 volt battery. Built-in telescopic antenna for TV and FM radio. 4" speaker. Complete with batteries and charger. 8½"x8¼"x10". Made in Japan.

1127R17111—4½" TV-Radio-Phono	Retail $229.95
9056R3317—Auto Cord	4.25

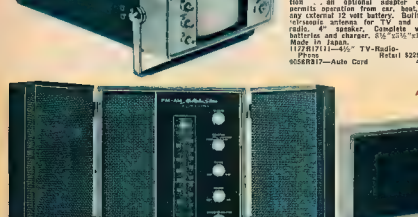


DELMONICO COMPACT TV-RADIO-PHONOGRAPH

- 5" TV set
- AM/FM Radio
- 4 Speed Phono
- 40 Transistors
- AC-Battery-Auto Operation

All in one compact luggage-styled case . . . a 5" TV . . . High-Fidelity AM/FM Radio . . . and a 4-speed Automatic Stereo Phonograph . . . everything completely transistorized. Operates on AC home current . . . optional rechargeable battery . . . from car, boat, or any external 12-volt battery with optional adapter cord. 40 transistors, 27 diodes, 83 channel reception. Keeps AGC noise limiter and AFC circuitry for improved picture stability. Telescopic antenna for VHF TV and FM radio . . . loop antenna for UHF TV. Two 2"x8" speakers. Diamond needle. Dual volume controls. Tone control. Vernier tuning for radio. 11½"x22¾"x 9¾". Wt. 21 lbs. Made in Japan.

1176R19673—TV-Radio-Phono	Retail $281.95
9028R2252—Rechargeable Battery, Charger and Case	39.50
9058R3317—Cigarette Lighter Adapter Cord	4.25



AM-FM STEREO TABLE RADIOS

VISTA AM/FM Stereo Radio

- 11 Tubes
- Two 7"x4" Speakers
- AFC Control

1181R8515. An outstanding AM/FM Stereo Table radio in a handrubbed Walnut cabinet. Features a powerful 11 tube 9 diode (plus 1 silicon rectifier) circuitry FM stereo-eye indicator and automatic stereo selection system for added tuning ease. Smooth slide rule vernier tuning AFC switch for drift-free FM reception. Equipped with two large 7"x4" FM dynamic speakers mounted in swing-away detachable enclosures. Front mounted control panel with tuning volume tone balance off on and single function controls. Built-in ferrite core antenna for AM. FM antenna terminals. Phono input jacks. External speaker, tape recorder output jacks. Operates on AC (50 60c/s) 115-120 volt only. Cabinet size 13"x" x 16¼" h x 11½" d. Wt. 18 lbs. 13 lbs. Made in Japan. Retail $139.95

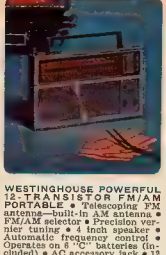
REALTONE SOLID STATE AM/FM-FM STEREO RADIO

- 22 Transistors
- Twin 5"x5" Speakers
- AFC Control

1182R8444—A superb AM/FM-FM Stereo Table Radio in an exquisitely styled solid oiled Walnut cabinet. This unit boasts an ultra-powerful 22 transistor, 10 diode, 2 rectifier and 1 thermistor circuitry. Smart brushed chrome control panel with radio/phono/tape recorder selector. AM/FM-FM Stereo/AFC selector, separate bass and treble controls, volume control and tuning control. Large vertical slide rule dial for precise tuning on both bands. Stereo indicator eye automatically indicates stereo broadcasts nightlight. Twin swingout 5"x5" speakers provide beautiful stereo sound reproduction may be detached and placed away from main unit for outstanding stereo separation. Equipped with phono and tape recorder input jacks. Output for stereo tape recording. Operates on 117V AC only. Cabinet measures 9"x18"x9". Made in Japan. Retail $115.00

Retail Prices Are Suggested and Vary in Different Trading Areas

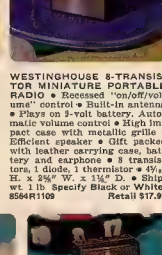
WESTINGHOUSE 9-TRANSISTOR FM/AM DELUXE PORTABLE • Automatic frequency control • Static-free FM • Vertical slide-rule tuning • Recessed "on/off/volume" control • FM/AM selector • Telescoping FM antenna • Hinged fold-back handle • Operates on 4 "AA" penlight batteries (included) • 9 transistors, 4 diodes, 1 thermistor • 6" H. x 7" W. x 2⅛" D. Ship wt. 2½ lbs. Gray & Silver.
8846R2520 Retail $32.95



WESTINGHOUSE POWERFUL 12-TRANSISTOR FM/AM PORTABLE • Telescoping FM antenna—built-in AM antenna • FM/AM selector • Precision vernier tuning • 4 inch speaker • Automatic frequency control • Operates on 6 "C" batteries (included) • AC accessory jack • 12 transistors, 4 diodes • 7" H. x 11¼" W. x 3" D. Ship. wt. 4¼ lbs. Gray.
1036R3297 Retail $42.95
1203R590—AC Household Wiring Adapter Retail $7.95

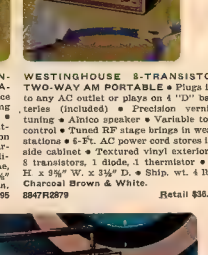
WESTINGHOUSE 15-TRANSISTOR 4-BAND PORTABLE RADIO • FM/AM reception • Shortwave band 6.18 MC • Marine band 1.8 to 6 MC • Emergency broadcasts received on "marked" 2.182 MC • 34" telescoping whip FM antenna—built-in AM antenna • 6" speaker • RF stage • 4 "D" batteries included • AC adapter optional • 18 transistors, 5 diodes, 1 thermistor • 7¾" H. x 10⅝" W. x 3⅛" D. • Ship. wt. 5 lbs. Black.
1037R4939 Retail $59.95
1203R590—AC Household Wiring Adapter Retail $7.95

WESTINGHOUSE 8-TRANSISTOR FEATHERLIGHT AM PORTABLE • Wrist strap for carrying convenience—without metal base stand • Recessed controls • Front-mounted speaker • Earphone jack and earphone • Built-in Ferrite rod antenna • Operates on two "AA" penlight batteries • 8 transistors, 1 diode, 1 thermistor • 4⅞" H. x 2⅝" W. x 1" D. • Ship. wt. 2 lbs. Black & Chrome.
1039R1297 Retail $19.95



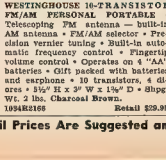
WESTINGHOUSE 8-TRANSISTOR MINIATURE PORTABLE RADIO • Recessed "on/off/volume" control • Built-in antenna • Plays on 9-volt battery. Automatic volume control • High impact case with metallic grille • Efficient speaker • Gift packed with leather carrying case, battery and earphone • 8 transistors, 1 diode, 1 thermistor • 4⅝" H. x 2⅝" W. x 1⅛" D. • Ship. wt. 1 lb. Specify Black or White.
8564R1109 Retail $17.95

WESTINGHOUSE 10-TRANSISTOR PERSONAL PORTABLE RADIO • Long distance AM reception • Instant-playing • Automatic volume control • Slide-rule vernier tuning • Built-in ferrite antenna • Operates on 4 "AA" penlight batteries • Earphone jack • 10 transistors, 1 diode • Gift packed with earphone, batteries • 5⅛" H x 3" W. x 1⅝" D. • Ship. wt. 2 lbs. Light Green.
1040R1472 Retail $21.95



WESTINGHOUSE 8-TRANSISTOR TWO-WAY AM PORTABLE • Plugs into any AC outlet or plays on 4 "D" batteries (included) • Precision vernier tuning • Alnico speaker • Variable tone control • Tuned RF stage brings in weak stations • 5-Ft. AC power cord stores inside cabinet • Textured vinyl exterior • 8 transistors, 1 diode, 1 thermistor • 8" H x 9⅝" W. x 3⅛" D. • Ship. wt. 4 lbs. Charcoal Brown & White.
8847R2879 Retail $36.95

WESTINGHOUSE 9-TRANSISTOR FM/AM MINIATURE PORTABLE • Instant AM and FM reception • Built-in automatic frequency control • Telescoping 24-inch FM whip antenna—built-in AM antenna • Wide-range speaker • High impact case • Gift packed with leather case, earphone, 9 volt battery • 9 transistors, 4 diodes, 2 thermistors • 4⅝" H x 3" W x 1½" D • Ship. Wt. 1 lb. Cobalt.
8592R2431 Retail $34.95



WESTINGHOUSE 16-TRANSISTOR FM/AM PERSONAL PORTABLE • Telescoping FM antenna — built-in AM antenna • FM/AM selector • Precision vernier tuning • Built-in automatic frequency control • Fingertip volume control • Operates on 4 "AA" batteries • Gift packed with batteries and earphone • 10 transistors, 4 diodes • 5½" H x 3" W x 1⅝" D • Shpg. Wt. 2 lbs. Charcoal Brown.
1034R2168 Retail $29.95

WESTINGHOUSE POWERFUL 10-TRANSISTOR FM/AM PORTABLE RADIO • Plays anywhere on 4 "D" batteries (included) • Instant-playing, static-free FM long-distance AM reception • Pivot action telescoping FM antenna—built-in AM antenna—external antenna jack • 6" speaker • Tone control • Automatic frequency control • Slide-rule tuning • Deluxe handle • 10 transistors, 5 diodes, 1 thermistor • 7⅝" H x 10⅛" W x 3⅛" D • AC power adapter optional • Ship. wt 4½ lbs. Black & Chrome.
1035R3967 Retail $49.95
1203R590—AC Household Wiring Adapter. Retail $7.95

Retail Prices Are Suggested and Vary in Different Trading Areas

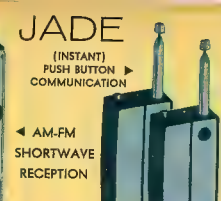
JADE by realtone

AM-FM-SHORTWAVE 11 TRANSISTORS

● AFC Control ● Slide Rule Dial

Powerful AM-FM-Shortwave reception from 11 transistor, 3 diodes and thermistor circuitry. AFC control. Slide rule tuning. Ebony case. 9"x6"x3½". Complete with earphone and 4 penlight batteries. Made in Japan.

11R3W2234—3 Band Radio Retail $29.95
1166/6R1074—6 or more



(INSTANT) PUSH BUTTON COMMUNICATION ▶

◀ AM-FM SHORTWAVE RECEPTION

CITIZENS BAND "WALKIE TALKIE"

Instant push button communication . . . no license required. 3 transistor circuitry. Accurate crystal controlled transmitter. Chrome face panel and black case. Complete with two 9v. batteries. 4⅝"x2⅞"x1¼". Made in Hong Kong.

1166R1135—Walkie Talkie, Pr. Retail $14.95
1166/6R1164—6 or more

AM-FM RADIO

● 9 Transistors
● Telescoping Antenna
● Private Earphone

A fine AM-FM portable radio with a powerful 9 transistor, 2 diode superheterodyne circuit. Automatic volume control. Omni-directional telescoping antenna. Smart jet black case with handy wrist strap. Complete with earphone and 9-volt battery. 5⅝"x3⅛"x1¾". Made in Japan.

1167R1293—AM-FM Radio
1167/6R1294—6 or more Retail $16.75

10 TRANSISTOR

A smart AM radio with a powerful, sensitive and selective superheterodyne circuit. 3 I.F. transformers. Automatic volume control. Complete with case, earphone and 9 volt battery 4⅛"x2⅞"x1¼". Made in Hong Kong.

1168R1585—Pocket Radio
1168/6R1646—6 or more Retail $7.00

14 TRANSISTOR

A super powered AM radio with a sensitive superheterodyne circuit. Pinpoint tuning for 3 I.F. transformers. Automatic volume control. Complete with case, earphone and 9 volt battery 4⅛"x2⅞"x1¼". Made in Hong Kong.

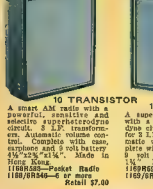
1169R1638—Pocket Radio
1169/6R1644—6 or more Retail $8.25

14 TRANSISTOR RADIO

● Battery Powered
● Optional AC Adapter
● Horizontal Design

A superb 14 transistor battery powered AM radio that also operates on 60 hour current with optional AC adapter. Powerful superheterodyne circuit. Automatic gain control. Tuned I.F. stages for pinpoint selectivity. With earphone and 9 volt battery. 6⅝" x 3½" x 1¼". Made in Hong Kong.

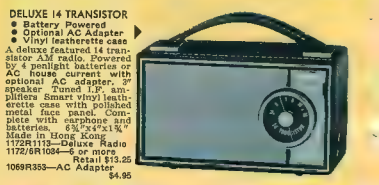
1171R833—14 Trans. Radio
1171/6R774—6 or more Retail $9.95
8909R267—AC Adapter $3.95



6 TRANSISTOR

Features include: automatic volume control, dynamic speaker, push-pull audio amplifier and precision radial tuning. Complete with carrying case and 9 volt battery. 4¾"x3⅜"x1¼". Made in Hong Kong.

1170R443—Personal Radio
1170/6R394—6 or more Retail $4.95

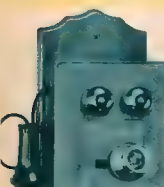


DELUXE 14 TRANSISTOR

● Battery Powered
● Optional AC Adapter
● Vinyl leatherette case

A deluxe featured 14 transistor AM radio. Powered by 4 penlight batteries or AC current with optional AC adapter. 3" speaker. Tuned I.F. amplifiers. Smart vinyl leatherette case with polished metal face panel. Complete with earphone and batteries. 6¾"x4"x1¾". Made in Hong Kong.

1172R1113—Deluxe Radio
1172/6R1034—6 or more Retail $13.25
1069R353—AC Adapter $4.95



"WALL TELEPHONE" AM RADIO

A replica of an Early American wall telephone. The radio is designed to be fully contained in this fine replica. Has a precisioned 5 tube superheterodyne circuit. Built-in loop antenna. Superb Alnico V PM speaker. Complete standard AM coverage. Hand-rubbed antique maple finished hardwood cabinet with smart brass fittings. Easily mounted. Size 18"x 8"x2½", Wt. 5 lbs.

7670R2733—"Wall Telephone" Radio Retail $39.95

REALTONE SOLID STATE FM-AM TABLE RADIO

● 8 Transistors ● 3" x 3" Speaker ● AFC Control

A deluxe Solid State FM-AM table radio. Equipped with an 8 transistor, 5 diode and 2 silicon diode circuitry for instant power and maximum reception. AFC control on FM band locks in stations for drift-free reception. Slide rule dial. Large 3" x 3" oval speaker. Tone control, to emphasize bass or treble response. Beautiful Walnut cabinet for acoustic and esthetic excellence. Measures: 10⅝" x 5⅝" x 3⅝". Made in Japan.

1173R2724—FM-AM Table Radio Retail $36.50

FM-AM 3 SPEED RADIO-PHONO

A highly sensitive, 16 transistor portable FM-AM radio with a 3 speed manual phono. Powered by 6 "C" size batteries. Fine 4" PM speaker. Phono plays 45, 33⅓ and 78 RPM records of all popular sizes. Has all-purpose high-gain pick-up tone arm. Two-tone case. 9"x11"x3½". Made in Japan. Retail

1174R3106—FM-AM Radio-Phono $41.00

3 SPEED AM RADIO-PHONO

A fine battery-operated, 6 transistor portable AM Radio and 3-speed phono Plays 33⅓, 45, and 78 RPM, all popular sizes manually 4" speaker. Large tuning dial. Powered by 6 "C" size batteries. Two-tone case. 9"x13"x3½". Made in Japan.

8904R2345—AM Radio-Phono Ret. $31.50

6 TRANS. SHAGGY DOG RADIO

This cute pet with its built-in 6 transistor AM radio makes an ideal gift. Radio has a 2" speaker, built-in antenna and is powered by a 9 volt battery. Pet comes complete with a comb to groom his coat. Size: 8"x4½"x2". Attractive gift boxed with battery. Made in Japan. Retail

1175R3019—Shaggy Dog Radio $12.95

6 TRANS. POODLE DOG RADIO

A flurry little pet with a built-in 6 transistor AM radio. The radio has a 2" speaker, built-in antenna and is powered by a 9 volt battery. The poodle dog has a gold collar and neck chain. Size: 8"x4½"x2". Attractive gift boxed with battery. Made in Japan. Retail

1176R3015—Poodle Dog Radio $12.75

Retail Prices Are Suggested And Vary In Different Trading Areas

GLOBEPACER — 18 transistors — 9 diodes — thermistor, 11 Bands, FM/AM/ MARINE/LONGWAVE/7 SHORTWAVE BANDS.

From the sky piercing Andes to exotic, clove scented Zanzibar . . . take your own concert hall. The 150 KC to 108 MC bands covered by GLOBEPACER makes it ideal for emergency communications. GLOBEPACER features: Powerful tweeter woofer speaker system, Precision vernier (bandspread) tuning. Automatic Frequency Control on FM. Operates on household current with optional A.C. Adapter.* External amplifier jack for use as tuner with external amplifier. Tone Control. Local-Distance Switch. External antenna jack. Time'zone DIAL-O-CHART. Complete with 8 "C" cell batteries, earphone and external antenna cord. Measures: 13" x 8" x 5". Weight: 14 lbs.

1051R8927—11 Band Radio Retail $135.00
1054R353—
Household Wiring Adapter Retail $ 4.95

realtone

Engineered for Excellence

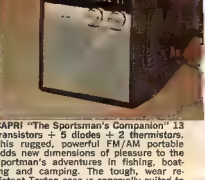
For active people who demand the best in . . . performance, reliability and realism in sound. Advanced solid state circuitry and smart, functional design excellence.

ROYAL — 4 bands — 15 transistors + 6 diodes + thermistor. FM / AM / SHORTWAVE / MARINE BAND. Rich, artistically engineered design of deep grained walnut and polished chrome trimmed ebony high impact case. Functional, esthetic design in the Scandinavian tradition. Large 3¾" x 5" oval speaker. Tone control. Automatic frequency control on FM. Electronic fine tuning vernier control for precision tuning on SW and MB. Operates on batteries or household current with optional A.C. Adapter.* Pushbutton night light. Solid, resilient deep grained walnut handle. Complete with four "C" cell flashlight batteries, earphone and external antenna cord. Size: 10" x 6½" x 3". Weight: 5½ lbs.

1053R4127—4 Band Radio Retail $59.95
1054R353—Household Wiring Adapter
Retail $ 4.95

EXPLORER — 3 bands — 14 transistors + 6 diodes + thermistor FM/AM/SHORTWAVE. Smart, sleek, polished chrome trim avant garde look. Imaginative, sophisticated, for the discriminating. Embracing the refinements of advanced engineering and the designers art. The EXPLORER features: precision, polished metal controls, color coded slide rule tuning dial with ebony face. Pushbutton night light. Full retractable antenna. Large 4" speaker. Tone control. Operates on batteries or house current with optional A.C. Adapter.* Automatic frequency control on F.M. Local-Distance switch External antenna jack. Complete with earphone and 4 "D" cell flashlight batteries. Size: 10" x 6½" x 3". Weight: 7 lbs.

1055R3593—
3 Band Radio Retail $53.95
1056R440—
Household Wiring Adapter Retail $ 5.95



CAPRI "The Sportsman's Companion" 13 transistors + 5 diodes + 2 thermistors. This rugged, powerful FM/AM portable adds new dimensions of pleasure to the Sportman's adventures in fishing, boating and camping. The tough, wear resistant Texton case is especially suited to rough field use. The unique optional A.C. Adapter* makes it an ideal radio for the Sportsman's den. The CAPRI features: Precision, polished cast metal controls. Slide rule vernier tuning. Battery Saver visual ON-OFF indicator switch. Powerful 3½" PM speaker. Tone control. Automatic Volume Control. Local-Distance Switch. Complete with 4 penlight batteries and earphone. Size: 5½" x 8" x 2½". Weight: 3½ lbs

1057R2260—
AM/FM Radio Retail $33.95
1064R373—
Household Wiring Adapter Retail $ 5.95

ENTURY — FM/AM portable — 10 transistors 5 diodes — 2 thermistors. New solid state ltra modern design Inspired by the glistening owering "glass boxes" of contemporary archicture Smart new functional concept permits se on batteries or household current with ptional A.C. Adapter * Full size 3" permanent agnet speaker High Impact Styrol case. omplete with 9 volt battery and earphone. ize: 4⅛" x 4⅛" x 1⅜". Weight: 1 lb. 9 oz. olors: Black and Red.

1059R1593—AM/FM Radio Retail $23.85
1059R267—
Household Wiring Adapter Retail $ 3.95

PETITE — 7 transistor — Smart, new compact for personal listening pleasure. The PETITE features Push-Pull audio amplifier. Automatic Volume Control Exquisitely packaged in stunning PETITE jewel case. The gift presentation includes ebony Texton bracelet, earphone and 9 volt battery. Size: 2½" x 2¼" x 1". Weight: 9 oz. Colors: Black, Ivory or Red.

"PETITE" COMPACT RADIO
1060R783 ..... Retail $11.95

ASTRO — 12 transistor — Super powered portable. The handsome ebonite case is enhanced with duramotal and walnut veneer trim. Listen to "count downs" on batteries or household current with optional A.C. Adapter.* ASTRO features Automatic Volume Control. Complete with earphone, 9 volt battery and carrying case. Size: 4½" x 3" x 1⅜". Weight: 1 lb. Colors: Black or beige.

1061R793—
AM Radio .....Retail $11.95
1059R267—
Household Wiring Adapter .....Retail $ 3.95

RIVIERA — 6 transistors — Powerful, advanced, functionally designed superheterodyne circuit. High impact polymer case with heavy, polished, cast duralloy radial tuning dial. Automatic Volume Control assures sound level stability in marginal signal areas. Attractive gift package includes carrying case, personal earphone and long life 9 volt battery. Size 4⅛" x 2⅛" x 1⅛". Weight: 12 ozs. Colors: Black or Olive Green

"RIVIERA" POCKET RADIO
1062R527 .....Retail $ 7.95

CHANNEL MASTER

NOTICE: Channel Master radios are sold by us only to retailers for resale or sold by us only for awards, premiums or prizes on a bona fide purchase order.

14 TRANSISTOR FM/AM PORTABLE

● 3½" Speaker ● Drift-Free FM ● Vernier Tuning ● Dual Antennae

8797R4687 A powerful 14 transistor FM/AM portable radio An advanced feature is completely separated IF stages of the FM and AM sections . . . providing drift-free reception on both frequencies. Fine 3½" speaker. Slide rule dial with Vernier fine tuning. Dual telescopic antennae for FM and built-in ferrite antenna for AM Private earphone jack and external FM antenna jack Powered by 4 "C" size batteries Superbly styled in Black or Red and Chrome, with gold anodized grille Specify. Size 8½"x2⅞"x4¾" Complete with carrying case and strap, earphone and case, auxiliary antenna and batteries. Made in Japan Retail $64.95

8 TRANSISTOR FM/AM MINIATURE

● 2¼" Speaker ● Compact-Lightweight

9047R2180 — An outstanding FM/AM miniature radio. 8 transistor, 4 diode circuitry 2¼" speaker. Telescopic antenna. Compact size: 2⅝"x4½"x1¼". Weighs only 10 oz. Complete with case, earphone with case and 9V battery. Made in Japan. Retail $29.95

9 TRANSISTOR FM/AM PORTABLE

● 2½" Speaker ● Telescopic Antenna

8863R2550—A feature packed FM/AM portable radio. Clear, static free FM reception 3-stage IF simplification for maximum gain . . . receives distant stations with superb clarity and fidelity. Fine 2½" speaker. All controls located on the same side for easy operation. Telescopic FM antenna. Built-in ferrite AM antenna Powered by 4 penlight size batteries. Compact Size—6⅝"x1⅝"x3¾". Complete with carrying case and strap, earphone and case, and batteries. Made in Japan. Retail $35.95

6 TRANSISTOR MICRO-POCKET RADIO

● 2" Speaker ● Private Earphone

9040R1076—A fine compact horizontal 6 transistor radio 2" speaker Private earphone jack. Superheterodyne circuit. Operates on one 9 volt battery. Built-in ferrite antenna. Ebony and brushed aluminum case Size 3¾"x 2¼"x1½" Complete with carrying case, earphone with case, and battery Made in Japan Retail $15.95

6 TRANSISTOR POCKET PORTABLE

● 2¼" Speaker ● Earphone Jack

8787R1397 A fine 6 transistor pocket-size portable radio Precision superheterodyne circuitry. Powerful 2¼" speaker Built-in ferrite antenna for outstanding reception. Safety tuning dial, sealed variable condenser Private earphone jack Operates on one 9 volt battery. Hi-impact plastic case Size 4½"x3½"x2¼" Complete with carrying case, earphone and case, and battery. Retail $19.95

8 TRANSISTOR HOME 'N TRAVEL

● 3½" PM Speaker ● Vernier Fine Tuning

8784R2250—A powerful portable radio with many deluxe features. RF amplification stage and extra-long built-in antenna furnish high sensitivity Large 3½" PM speaker. Vernier fine tuning dial permits easy and precise station selection Private earphone, extension speaker and auxiliary antenna jacks 4 "C" flashlight batteries Cabinet in Black or Red. Specify. Size 8½"x4⅛"x1¾" Complete with carrying case, shoulder strap, earphone, earphone case, auxiliary antenna and batteries Retail $21.95

8 TRANSISTOR CORDLESS TABLE PORTABLE

● Battery Powered ● 5"x7" Speaker

8793R2869—A powerful 8 transistor cordless table portable radio. Large 5"x7" oval speaker Slide rule dial. Tone control Combines an advanced circuitry and RF stage to provide extraordinary long-distance pulling power Powered by 6 flashlight size batteries. Smart Cream and Caramel cabinet with carrying handle. 16"x7"x5½". Complete with batteries. Made in Japan. Retail $39.95

9-TRANSISTOR FM/AM TABLE PORTABLE

● Plays Anywhere On Battery or AC Power

1235R3674—A superb 9 transistor FM/AM table portable radio that plays anywhere. Powered by 4 "D" size batteries or on 117V, 60 cycle AC household wiring. 6" oval speaker. Telescoping monopole FM antenna. Built-in ferrite AM antenna. Slide rule dial. Cabinet is Black with an Ivory front with Silver trim. Convenient handle for fine portability. Size 13" x 5" x 3¼". Shipping wt 10 lbs. Made in Japan. Retail $62.95

9-TRANSISTOR FM/AM PORTABLE RADIO

● Battery Powered ● AC Adapter Jack

1246R3090—A fine 9 transistor FM/AM portable that is powered by 4 "C" size flashlight batteries . . . or on AC house current (with optional AC adapter). 4" speaker. 3 IF FM stages. Vernier tuning. Telescoping monopole FM antenna Built-in ferrite AM antenna. Earphone jack and AC adapter jack. Complete with earphone. Size: 9¼" x 5¾" x 2⅝". Handsome Black leatherette case. Made in Japan Retail $44.95

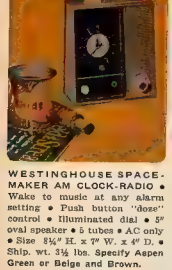
1256R496—AC Household Adapter 6.95

8-TRANSISTOR PERSONAL PORTABLE

● 3½" PM Speaker ● Vernier Tuning

9050R1930—A smart 8 transistor personal portable in a rich Black leatherette luggage-type case. Vernier tuning. 3½" PM speaker. Built-in ferrite antenna plus an auxiliary line cord antenna. Operates on 2 "D" size batteries. Size: 9" x 4½" x 2½". Complete with auxiliary line cord antenna, earphone and batteries. Made in Japan. Retail $26.95

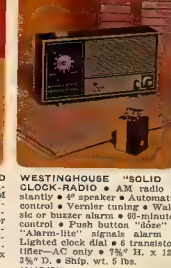
Westinghouse Radios



WESTINGHOUSE SPACEMAKER AM CLOCK-RADIO • Wake to music at any alarm setting • Push button "doze" control • Illuminated dial • 5" oval speaker • 5 tubes • AC only • Size 8¾" H. x 7" W. x 4" D. • Ship. wt. 3½ lbs. Specify Aspen Green or Beige and Brown.
8802R1594 Retail $19.95

WESTINGHOUSE DELUXE SPACEMAKER CLOCK-RADIO • Wake to music or buzzer alarm • 60-minute slumber control • Push button "doze" control • Illuminated dial • 5" oval speaker • 5 tubes. AC only • 8¾" H x 7" W. x 4" D. • Ship. wt. 3½ lbs. Specify Goldentone and White or Charcoal Brown and Beige.
8578R1997 Retail $24.95

WESTINGHOUSE "SOLID STATE" COMPACT CLOCK-RADIO • Instant-playing AM radio • Vernier tuning • Set-N-Forget volume control • Fully illuminated • Wake to music or buzzer alarm • 60-minute slumber control • 6 transistors, 1 rectifier, 1 diode—AC only • Cabinet size: 4½" H. x 7¼⅛" W. x 3⅝" D. • Ship. wt. 2¼ lbs
Gray Jade and Burnished Silver.
1013R2151 Retail $27.95

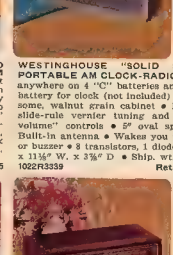


WESTINGHOUSE "SOLID STATE" CLOCK-RADIO • AM radio plays instantly • 4" speaker • Automatic volume control • Vernier tuning • Wake to music or buzzer alarm • 60-minute slumber control • Push button "doze" control • "Alarm-lite" signals alarm is set • Lighted clock dial • 6 transistors, 1 rectifier—AC only • 7⅜" H. x 13⅛" W. x 3⅝" D. • Ship. wt. 5 lbs.
1014R2520—Aspen Green Retail $34.95
1015R2787 Walnut Grain $36.95

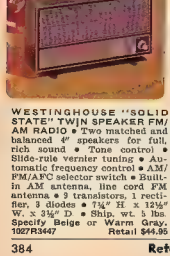
WESTINGHOUSE "SOLID STATE" COMPACT AM CLOCK-RADIO • Instant-play AM radio • Pop-up tuning numbers • Vernier tuning • Wake to music or a buzzer alarm • 60-minute slumber control • "Doze" control permits extra "40 winks" • Illuminated clock face • 6 transistors, 1 rectifier, 1 diode—AC only • 4⅝" H. x 7¼⅛" W. x 3⅛" D. • Ship. wt. 2¼ lbs • White and Silver.
1016R2384 Retail $29.95

WESTINGHOUSE "SOLID STATE" AM CLOCK-RADIO • Deluxe push-button controls • Vernier tuning • AM radio plays instantly • Wake to music or buzzer alarm • Push "doze" control • 60-minute slumber control • Illuminated clock • 6 transistors, 1 rectifier • 7⅜" H. x 13⅛" W. x 3⅝" D. • Ship. wt. 5 lbs.
1019R2918—Warm Gray Retail $39.95
1020R3124—Walnut Grain 42.95

WESTINGHOUSE "SOLID STATE" COMPACT AM CLOCK-RADIO • Rich walnut grain color cabinet • Precision vernier tuning • Plays instantly • Illuminated clock • Wake to music or buzzer alarm • "Doze" control • 60-minute slumber control • 6 transistors, 1 rectifier, 1 diode—AC only • 4½" H. x 7¼⅛" W. x 3⅛" D • Ship. wt. 2¼ lbs.
1021R2758 Retail $39.95



WESTINGHOUSE "SOLID STATE" PORTABLE AM CLOCK-RADIO • Plays anywhere on 4 "C" batteries and 1 "D" battery for clock (not included) • Handsome, walnut grain cabinet • Recessed slide-rule vernier tuning and "on/off/volume" controls • 5" oval speaker • Built-in antenna • Wakes you to music or buzzer • 8 transistors, 1 diode • 5" H. x 11⅛" W. x 3⅝" D • Ship. wt. 4¼ lbs.
1022R3339 Retail $44.95



WESTINGHOUSE "SOLID STATE" TWIN SPEAKER FM/AM RADIO • Two matched and balanced 4" speakers for full, rich sound • Tone control • Slide-rule vernier tuning • Automatic frequency control • AM/FM/AFC selector switch • Built-in AM antenna, line cord FM antenna • 3 transistors, 1 rectifier, 3 diodes • 7¼" H. x 12⅛" W. x 2⅝" D • Ship. wt. 5 lbs.
Specify Beige or Warm Gray.
1027R3447 Retail $44.95

WESTINGHOUSE "SOLID STATE DUAL SPEAKER FM/AM RADIO • Rich walnut grain cabinet • Instant playing FM and AM • Twin wide-range 4" speakers • Bass to treble tone control • Slide-rule vernier tuning • Lighted dial • Automatic frequency control • Automatic volume control • FM antenna, Built-in AM antenna • 9 transistors, 1 rectifier, 2 diodes • 7¼" H x 13⅝" W. x 2⅝" D. • Ship wt. 5 lbs.
1028R3996 Retail $49.95

WESTINGHOUSE "SOLID STATE" "PREMIERE" FM/AM RADIO • Instant FM and AM • Double tuned transformers • Night light panel • 6" speaker • Bass to treble selector • Lighted dial • Automatic frequency control • Tuned RF stage • Built-in AM antenna, FM antenna • 3 transistors, 5 diodes, 1 rectifier • 4½" H. x 13⅝" W. x 6⅝" D. • Ship wt. 6 lbs. Specify Charcoal Black or Beige.
8835R4797 Retail $59.95

WESTINGHOUSE "SOLID STATE" "PREMIERE" FM/AM RADIO • Rich walnut veneer cabinet • Instant FM/AM reception • Night light panel • 6" Alnico speaker • Bass to treble tone selector • Lighted dial • Automatic frequency control • Tuned RF stage • Built-in AM antenna, FM antenna, terminals • 8 transistors, 5 diodes, 1 rectifier • 5" H. x 14⅜" W. x 6⅞" D. • Ship. wt. 8 lbs.
8836R5937 Retail $79.95

Retail Prices Are Suggested Only and Vary in Different Trading Areas

Arvin Deluxe All Electric Solid State FM/AM Radio in Genuine Walnut Wood Cab net

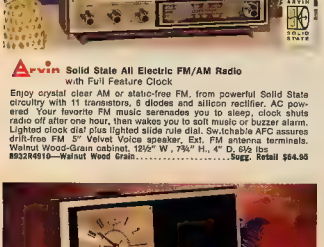
A brilliant new concept in FM/AM reception, featuring instant-play, cool-operating, long life Solid State circuitry Special push-pull output adds extra power to 11 transistors, 6 diodes and silicon rectifier Switchable Automatic Frequency Control "locks in" FM signals 5" Velvet Voice speaker plus full range tone control Smooth indirect tun ng and lighted slide rule dial for accurate station selection Two sensitive built-in antennas plus provisions for external FM antenna Genuine Walnut Wood cabinet. 13½" W , 8¾" H , 4⅝" D 8½ lbs

1133R4676—Genuine Walnut Wood Cabinet.....Sugg. Retail $64.95

Arvin Deluxe FM/AM Solid State All Electric Full Feature Clock Radio Styled in Genuine Walnut Wood Cabinet

Powerful Solid State AC powered circuitry with 11 transistors and 6 diodes provides instant play, cool operation, dependable performance Handsome clock with lighted face Radio lulls you to sleep and wakes you to music or gentle buzzer alarm Even lets you catch an extra 40 winks with the handy "Repeat-a-Call" button Switchable Automatic Frequency Control for drift-free FM, 5" Velvet Voice speaker and full range tone control Two built-in antennas plus provis ons for an external FM antenna Genuine Walnut Wood cabinet 13½" W., 8⅝" H 4⅝" D 7 lbs. 13 oz

1134R5686—Handsome Walnut Finish.. .. .. Sugg. Retail $74.95



Arvin Solid State All Electric FM/AM Radio with Full Feature Clock

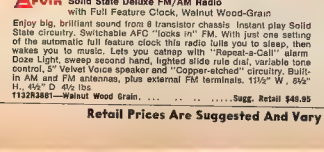
Enjoy crystal clear AM or static-free FM, from powerful Solid State circuitry with 11 transistors, 6 diodes and silicon rectifier. AC powered Your favorite FM music serenades you to sleep, clock shuts radio off after one hour, then wakes you to soft music or buzzer alarm. Lighted clock dial plus lighted slide rule dial. Switchable AFC assures drift-free FM 5" Velvet Voice speaker, Ext. FM antenna terminals. Walnut Wood-Grain cabinet, 12½" W , 7¾" H., 4" D, 6½ lbs

8932R4616—Walnut Wood Grain.....Sugg. Retail $64.95

Arvin Solid State All Electric FM/AM Table Radio

Solid State circuitry features 11 prestige quality transistors and silicon rectifier—AC powered Delivers static-free FM or crystal clear AM from 5" Velvet Voice speaker Switchable Automatic Frequency Control assures "locked in" FM reception. Lighted slide rule dial for easy accurate tuning. Full range tone control. Two built-in antennas plus provisions for external FM antenna connections Molded plastic cabinet finished in warm Walnut Wood Grain 12½" W., 7¾" H., 4" D 6¼ lbs.

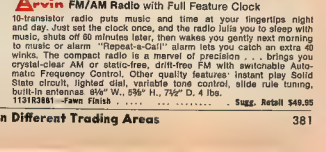
8933R4212—Walnut Wood Grain.....Sugg. Retail $34.95



Arvin Solid State Deluxe FM/AM Radio with Full Feature Clock, Walnut Wood-Grain

Enjoy big, brilliant sound from 8 transistor chassis Instant play Solid State circuitry. Switchable AFC "locks in" FM. With just one setting of the automatic full feature clock this radio lulls you to sleep, then wakes you to music. Lets you catnap with "Repeat-a-Call" alarm Doze Light, sweep second hand, lighted slide rule dial, variable tone control, 5" Velvet Voice speaker and "Copper-etched" circuitry. Built-in AM and FM antennas, plus external FM terminals. 11½" W , 6½" H., 4½" D 4½ lbs

1132R3881—Walnut Wood Grain. ... .Sugg. Retail $46.95



Arvin New Solid State "Home and Office" FM/AM Radio with Full Feature Clock

10-transistor radio puts music and time at your fingertips night and day. Just set the clock once, and the radio lulls you to sleep with music, shuts off 60 minutes later, then wakes you gently next morning to music or alarm "Repeat-a-Call" alarm lets you catch an extra 40 winks. The compact radio is a marvel of precision . . . brings you crystal-clear AM or static-free, drift-free FM with switchable Automatic Frequency Control. Other quality features: instant play Solid State circuit, lighted dial, variable tone control, slide rule tuning, built-in antennas 8⅝" W., 6⅝" H., 7½" D. 4 lbs.

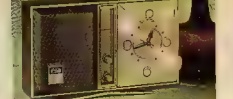
1131R3881—Fawn Finish . ... Sugg. Retail $49.95

Arvin Transistorized Clock and Table Radios

Arvin 4-Transistor Radio
Solid State • Plays on AC Current

New twin pedestal styling, instant play! Dependable Solid State circuitry. Velvet Voice 4" speaker. 10⅛" w., 5½" h., 3⅝" d.

Specify Beige or Pure White.
1247R1335 Retail **$16.95**



Arvin 5-Transistor Power! Solid State • 4" Speaker

Plays instantly, operates cooler. 4" speaker for rich, full tone. Powerful built-in antenna. 12" w., 7½" h., 4¼" d.

Walnut Wood-Grain
1248R1571 Retail **$19.95**

Arvin Solid State • Full Feature Clock • Timed 1100-Watt Appliance Outlet

Slim line cabinet houses powerful 6 transistor instant play Solid State radio and clock with such luxury features as timed 1100 watt appliance outlet, Slumber Switch, "Repeat-a-Call," Doze Light, "Wake-to-Music" or gentle buzzer alarm. Tone control. Finished in beautiful Walnut Wood-Grain. 12⅜" w., 8" h., 3¼" d.
1251R3062 Walnut Wood-Grain Ret. **$39.95**

Arvin Solid State Radio With Full Featured Clock

Powerful instant play Solid State 5-transistor AC radio. Vernier tuning and 4" speaker. Full feature clock with lighted dial, Slumber switch, "Wake-to-Music" or alarm, and "Repeat-a-Call." Walnut Wood-Grain finished cabinet. 12⅛" w., 7½" h., 4⅛" d.
1252R2327 Retail **$29.95**

Arvin Solid State 5-Transistor Radio with Twin 4" Speakers

Plays instantly—no tubes to warm up, burn out. Twin 4" speakers for rich, full tone. Built-in antenna. 12" w., 8⅝" h., 4¼" d.

Walnut Wood-Grain
1249R1807 Retail **$22.95**

Arvin Solid State AM Table Radio with Full Feature Clock

Smart value in a twin pedestal ultra-slim clock radio. Solid State instant play 4 transistor chassis. 4" speaker. Clock features include: Slumber Switch, "Wake-to-Music" or alarm, "Repeat-a-Call," Doze Light. Built-in antenna. 10⅛" w., 5½" h., 3⅝" d.

Specify Walnut Wood-Grain or Blue.
1253R1995 Retail **$24.95**

Arvin Solid State Radio With Full Featured Clock

Fine 4-transistor instant play clock radio with a 4" speaker. Direct drive tuning control Wake to music or buzzer alarm. Slumber switch. Distinctive 2-pedestal design cabinet in off-white. 10⅝" w., 5½" h., 3⅝" d.
1254R1807 Retail **$22.95**

Arvin Solid State AC 6 Transistors • Twin Speakers

No tubes—plays instantly! Twin 4" speakers for rich sound. Lighted slide rule dial. Smart, pedestal styling. 12⅜" w., 8" h., 3⅜" d.

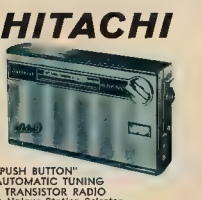
Moonstone Finish
1250R2171 Retail **$27.95**

HITACHI

DELUXE FM-AM

● AFC Control ● 10 Transistors

8164R3608—Outstanding FM/AM reception provided by superb 10 transistor, 6 diode circuitry. 5 of the transistors are "Mesa Type" which increase the radio's sensitivity. Push-button function controls. Telescoping antenna, AFC control, tone control, slide rule dial, dial light, large 6" speaker and swing-up handle. Operates on 4 "D" size flashlight batteries. Black case, White front and Gold trim. Size 8¾"x9⅛"x 2¾". Complete with batteries and earphone. Made in Japan
Retail **$49.95**



"PUSH BUTTON" AUTOMATIC TUNING 9 TRANSISTOR RADIO

● Unique Station Selector
● Large Speaker

8971R2425—Amazing auto tuning—just press a button: the tuning dial automatically hits the station and stops. 9 transistor circuitry. 2½"x4" FM speaker. Local-Distant switch. Powered by 4 penlight batteries. Complete with carrying case, earphone and batteries. 4⅞"x7"x2½"d. Made in Japan
Retail **$34.95**

10 TRANSISTOR 4 BAND

● AM-FM-SW1-SW2 ● 4"x6" Speaker

8193R2416—In addition to the FM and AM bands, it has SW-1 (1 8-4 tms), and SW-2 (3 8-12ms) bands Pushbutton band selection. Slide rule dial with fine tuning 4"x6" speaker. Tone control. AFC control. Telescopic antenna. Powered by 4 "D" size batteries. Size 10⅛"x6⅞"x3½". Complete with batteries and earphone. Made in Japan
Retail **$69.95**

8 TRANSISTOR OUTFIT

8418R1821—A powerful 8 transistor radio with a fine 3½" speaker. Large (4⅝") ferrite antenna for outstanding reception. 2 stage tone control. Beige shatterproof case. Complete with leathercase, carrying strap, earphone and battery. Made in Japan
Retail **$18.95**

HITACHI "BELSONA" TRANSISTORIZED Portable Tape Recorder

● Dual Track ● Battery or AC Operation
● 2 Speeds—1⅞-3¾ ● 5" Reel Capacity

A compact portable capstan drive tape recorder. Dual track record and playback. 2 speeds—1⅞ and 3¾ ips. 5" reel capacity. Powered by 6 "D" size batteries or AC house current—has built-in AC adapter. Features are pushbutton controls, recording level meter, monitor switch, volume switch, 2½"x4" speaker, digital counter, fast forward control and remote control microphone. 11⅞"x8⅞"x3½". Wt. 7.7 lbs. Complete with carrying strap, tape, take-up reel, batteries and earphone. Made in Japan.
8919R7683—Recorder Retail **$69.95**
6606R1506—Bennett Recording Tape 5"-1200' 2.25

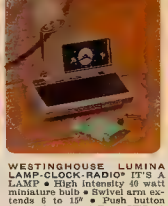
Westinghouse

WESTINGHOUSE MINIATURE 6-TRANSISTOR PORTABLE • Gift-packed with leather case, battery, earphone • About the size of a pack of cigarettes • Take-everywhere, high impact case • Thumbwheel tuning and "on/off/volume" controls • Dynamic speaker • Built-in antenna • Plays on 9 volt battery • 6 transistors, 1 diode, 1 thermistor • Only 3⅝" H. x 2⅞" W. x 1⅛" D. • Ship. wt. ¾ lb. **Specify Charcoal Blue or White.**
8565R688 **Retail $9.95**

NEW WESTINGHOUSE TRAVEL CLOCK-RADIO • Wake-up anywhere to music or bell alarm at any alarm setting • Full feature clock with 60-minute slumber control • Luminous clock face • 36-hour jeweled-movement, wind-up clock works independently of radio • Automatic volume control • Polished nameplate for personal engraving • 8 transistor AM radio • Gift packed with earphone, 9 volt battery • Packable size: 4⅝" H. (open) x 5⅝" W. x 3½" D. • Shpg Wt. 1½ lbs. **Luggage Brown.**
1038R2548 **Retail $34.95**

WESTINGHOUSE LUMINA LAMP-CLOCK-RADIO• IT'S A LAMP • High intensity 40 watt miniature bulb • Swivel action arm telescopes 6 to 15 inches • Push-button turns lamp on/off • IT'S A CLOCK • Wakes you to music • Illuminated face • IT'S A RADIO • All transistor AM radio • 5" speaker • Pop-up tuning numbers • 6⅝" H excluding lamp • 9¼" W. x 6½" D. • Ship. wt. 4 lbs. **Ivory and Charcoal.**
1016R3352 **Retail $44.95**

WESTINGHOUSE "SOLID STATE" PREMIERE AM CLOCK-RADIO • Instant AM radio • Wakes you to music or buzzer alarm • 60-minute slumber control • Push-button "doze" control • "Alarm-lite" shows you alarm has been set • Illuminated clock face • 6 transistors, 1 rectifier, 1 diode • 4⅝" H. x 13⅝" W. x 6⅝" D. • Ship. wt. 6 lbs. **Specify Charcoal Brown or Goldentone.**
8687R3447 **Retail $54.95**



WESTINGHOUSE LUMINA LAMP-CLOCK-RADIO• IT'S A LAMP • High intensity 40 watt miniature bulb • Swivel arm extends 6 to 15" • Push button turns lamp on/off • IT'S A CLOCK • Wake to music or buzzer • 60-minute slumber control • Push button "doze" control • IT'S A RADIO • Instant-playing, all transistor AM radio • 5" speaker • 5⅝" H.—excluding lamp x 9¼" W. x 6½" D • Ship. wt. 4 lbs **Ivory and Beige.**
1017R3953 **Retail $49.95**

WESTINGHOUSE SPACE-MAKER AM TABLE RADIO • Big 4" speaker • Convenient tuning and "on/off/volume" controls • Automatic volume control • Built-in ferrite loop antenna • 5 tubes including rectifier • 4¼" H. x 7" W. x 4" D. AC only • Ship. wt. 2¼ lbs. **Specify Warm White and Midnight or Goldentone and White.**
8843R1071 **Retail $14.95**

WESTINGHOUSE "SOLID STATE" NEWSCASTER RADIO • Push-Bar "on/off" control—push to turn "on", push to turn "off" • 5" Speaker • Precision vernier tuning • Operates on 4 "C" size batteries (included) • Equipped with wall-mounting bracket • 6 transistors, 1 diode • Cabinet 3" H. x 7⅛⅛" W. x 4⅝" D • Ship. wt. 2¼ lbs. **Specify Warm White or Aspen Green.**
8840R1694 **Retail $21.95**
9034R295—**Radio Case** 3.95

WESTINGHOUSE "SOLID STATE" DUAL SPEAKER AM RADIO • Two matched and balanced speakers • Plays instantly • No warm-up • Precision vernier tuning • Automatic volume control • Built-in antenna • Precision etched chassis • 6 transistors, 1 rectifier -AC only • 7¼" H. x 12½" W. x 3⅝" D. Ship. wt 5 lbs. **Specify Beige or Aspen Green.**
1023R1921 **Retail $24.95**

WESTINGHOUSE "DESK SET" 2-IN-1 LAMP-RADIO IT'S A LAMP • High intensity 40 watt miniature bulb • Swivel arm telescopes 9" to 15" • Push button turns lamp on/off • IT'S A RADIO • All transistor AM radio • Pop-up tuning numbers • Set-N-Forget volume control • 5" speaker • 2⅝" H excluding lamp x 9¼" W. x 6½" D. Ship. wt 3½ lbs **Ivory and Gold.**
1024R2551 **Retail $34.95**

WESTINGHOUSE "SOLID STATE" TWO-WAY PREMIERE AM RADIO • Instant sound • Operates on 6 "D" batteries (included) or plugs into any AC outlet • Night-light panel • Sliderule tuning with log scale • Top-mounted speaker • Hide-away cord compartment • 6 transistors, 1 rectifier, 1 diode • 1½" H. x 13⅝" W. x 6⅝" D. • Ship. wt. 5 lbs. **Specify Beige or Jade Blue.**
8839R2793 **Retail $34.95**

Arvin FM/AM Portable in Genuine Top Grain Cowhide • Powerful 10 Transistor Chassis

Enjoy FM and AM wherever you go! AFC switch "locks in" FM signals 3-stage audio amplifier, 2-position tone control. AC power adapter jack (AC power adapter optional extra). Earphone and battery included. 8⅝" w., 4⅛½" h., 2⅞½" d.

1136R3492—Walnut Leather ...Sugg. Retail $44.95

Arvin 12-Transistor Personal Portable 3-Band Fun • FM and AM plus Marine Band in Leather Grained Vinyl Case

Thrill to marine broadcasts—ship to ship—ship-to-shore—marine weather ... plus static free FM and sparkling AM sound. They're all yours in this deluxe 12-transistor portable! Vinyl case in luxury leather grain finish. Switchable AFC for FM. Slide rule dial AC adapter jack. Marine band (1.7 to 4.7 mc). Earphone and batteries included. 3¼" w., 7⅛" h., 3¾" d.

1137R2871—Black.....Sugg. Retail $36.95

Arvin Deluxe 15 Transistor 4-Band Portable in Genuine Top Grain Cowhide • Tunes in the World

FM, 88-108 mc, AM, 535-1620 kc, Marine Wave. 1.7-4.7 mc, International shortwave, 5.0-12.0 mc. Switchable AFC on FM. AC power adapter jack and earphone jack. Complete with earphone and batteries. 10" w., 6½" h., 3" d.

1136R4289—Black Leather.. .Sugg. Retail $54.95

Arvin 9-Transistor FM/AM Portable with Telescoping FM Whip Antenna

A precision instrument that goes where you go. Doubles your pleasure, too—it brings in sparkling AM and static-free FM. Full range tone control. Dynamic Velvet Voice speaker. Reliable "Copper-etched" circuitry. Dual antennas including telescoping FM whip antenna. Slide rule dial. Earphone and batteries included. 7¼" w., 4⅛" h., 1⅞" d.

1139R2094—Black Finish.....Sugg. Retail $26.95

Arvin 9-Transistor Pocket Radio for both FM and AM Enjoyment

Fits in pocket or purse, but brings in the big sound of sparkling AM and FM. Indirect tuning and slide rule dial Telescoping FM antenna. Operates on 9-volt "snap in" battery Earphone, carrying case, battery included. Compact size—2⅞½" w., 4⅜" h., 1⅜" d.

1140R1831—Black Finish.....Sugg. Retail $22.95

Arvin 10 Transistor, 3-Band Pocket Size Portable for Extra Fun

Top FM and AM reception plus Marine band shortwave, 1.8 to 5.4 mc. Telescoping FM-shortwave antenna. Slide rule dial. AFC "locks in" FM broadcasts. Comes with "snap in" 9-volt battery, leather carrying case, earphone. 2⅞½" w., 4½½" h., 1⅞" d.

8944R2094—Black Finish...Sugg. Retail $28.95
8945R2094—FM-AM-SW 3.8-10 MC MODEL 26.95

Arvin 10-Transistor Portable in Genuine Top Grain Cowhide • Dial Light

Big sound, luxury styling, 10-transistor power plus tuned RF stage, 3-stage amplifier for long range reception. Push-button dial light. Dramatically styled in Genuine Top Grain Cowhide. Complete with batteries and earphone. 7⅜" w., 6½½" h., 3½½" d.

8938R2871—Walnut Leather Sugg. Retail $36.95

Arvin 8-Transistor Portable Styled in Genuine Top Grain Cowhide

Precision chassis includes powerful 3-stage amplifier. Full range tone control. 3½" Velvet Voice speaker. Operates up to 200 hrs. on "C" cells. Price includes earphone and batteries. 7⅞½" w., 6½½" h., 3⅜" d.

8939R2094—Walnut Leather....Sugg. Retail $28.95

Arvin 8-Transistor Car or Boat Portable in Genuine Top Grain Cowhide • Adapter Bracket Included

Really puts the "show" on the road! This deluxe portable comes complete with whip antenna and mounting bracket for car or boat. Indirect tuning. Slide rule dial. Battery saver circuits. Case is covered in Genuine Top Grain Cowhide. Price includes adapter kit, batteries, earphone. 7⅜" w., 5½½" h., 2½½" d.

1141R3052—Black Leather.....Sugg. Retail $39.95

Arvin 10 Transistor Pocket Portable with Big Sound and Volume

Everything's big about this tiny precision portable—except its size and price (ha) Reliable "copper etched" circuitry. Velvet Voice speaker. Built-in rod antenna. Comes with earphone, 9-volt battery, carrying case. 2¾" w., 4⅜" h., 1⅞½" d.

8946R1033—Black Finish...Sugg. Retail $12.95

Arvin 8 Transistor Pocket Portable with Top Performing Circuitry

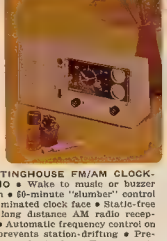
Enjoy surprising tone, volume and performance in a modestly priced pocket portable. Reliable "Copper-etched" circuits. Velvet Voice speaker. Automatic Volume Control. Direct drive tuning. Sensitive built-in rod antenna. Comes complete, ready to play, with earphone, snap in 9-volt battery, carrying case. 2⅞½" w., 4½" h., 1⅞½" d

1142R1833—Black Finish.....Sugg. Retail $9.95

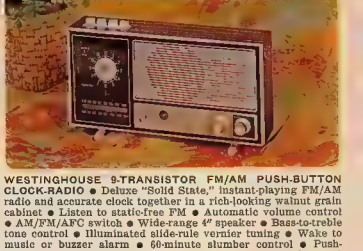
Arvin 8 Transistor Pocket Size Portable Special Value

Here's big performance at a modest price! Features include high performance circuitry, built-in rod antenna and Velvet Voice speaker. Operates on 9-volt "snap in" battery. Comes complete with earphone, battery, carrying case. 2¾" w., 4⅛" h., 1⅜" d.

1143R584—Red Finish .....Sugg. Retail $9.95

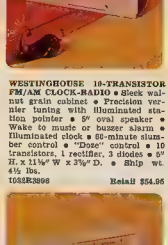


WESTINGHOUSE FM/AM CLOCK-RADIO • Wake to music or buzzer alarm • 60-minute "slumber" control • Illuminated clock face • Static-free FM long distance AM radio reception • Automatic frequency control on FM prevents station-drifting • Precision vernier tuning • Front mounted 4" speaker • 6 tubes, rectifier, 3 diodes • Size: 6⅝" H. x 12⅝" W. x 4⅝" D. • Ship. wt. 5 lbs.
1029R2991 Oxford White **Ret. $39.95**



WESTINGHOUSE 9-TRANSISTOR FM/AM PUSH-BUTTON CLOCK-RADIO • Deluxe "Solid State," instant-playing FM/AM radio and accurate clock together in a rich-looking walnut grain cabinet • Listen to static-free FM • Automatic volume control • AM/FM/AFC switch • Wide-range 4" speaker • Bass-to-treble tone control • Illuminated slide-rule vernier tuning • Wake to music or buzzer alarm • 60-minute slumber control • Push-button "doze" control • Illuminated clock • 9 transistors, 1 rectifier, 3 diodes • 7⅝" H. x 12½" W. x 3⅝" D. • Ship. wt. 6 lbs.
1030R4791 **Retail $59.95**

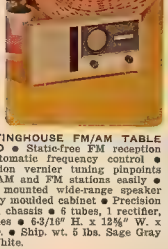
WESTINGHOUSE FM/AM CLOCK-RADIO • Push-button "doze" control • 60-minute slumber control • Wake to music and/or buzzer alarm • Illuminated clock • Static-free FM—long distance AM reception • Automatic frequency control • Vernier tuning • 4" speaker • 5 tubes, rectifier, 3 diodes • 6⅝" H. x 12⅝" W. x 4⅝" D. • Ship. wt. 5 lbs. Specify Beige and Oxford White or Antique White and Gray.
1031R3666 **Retail $49.95**



WESTINGHOUSE 10-TRANSISTOR FM/AM CLOCK-RADIO • Sleek walnut grain cabinet • Precision vernier tuning with illuminated station pointer • 5" oval speaker • Wake to music or buzzer alarm • Illuminated clock • 60-minute slumber control • "Doze" control • 10 transistors, 1 rectifier, 3 diodes • 5" H. x 11⅛" W x 3⅝" D. • Ship wt. 4½ lbs.
1032R3996 **Retail $54.95**

WESTINGHOUSE 9-TRANSISTOR FM/AM CLOCK RADIO • "Solid State" FM/AM clock-radio plays instantly • Automatic frequency control • Wakes you to favorite program or buzzer alarm • Push-button "doze" control • "Alarm-lite" shows alarm has been set • 60-minute slumber control • 9 transistors, 1 rectifier, 3 diodes • 7⅝" H. x 12½" W x 3⅝" D. • Ship. wt. 6 lbs. Specify Silver Blue or Warm Gray.
1033R3996 **Retail $49.95**

WESTINGHOUSE SOLID STATE PREMIERE FM/AM CLOCK-RADIO • Slim, low silhouette cabinet • Instant-playing FM and AM • Illuminated slide-rule tuning • Wake to music or buzzer alarm • 60-minute slumber control • "Doze" control • "Alarm-lite" shows alarm is set • Illuminated clock • 6" speaker • 8 transistors, rectifier, 5 diodes • 4⅝" H. x 12⅝" W x 6⅝" D. • Ship wt. 6 lbs. Specify Charcoal Black or Aspen Green.
8833R5597 **Retail $69.95**



WESTINGHOUSE FM/AM TABLE RADIO • Static-free FM reception • Automatic frequency control • Precision vernier tuning pinpoints both AM and FM stations easily • Front mounted wide-range speaker • Fully moulded cabinet • Precision etched chassis • 6 tubes, 1 rectifier, 2 diodes • 6-3/16" H. x 12⅝" W. x 4⅝" D. • Ship. wt. 5 lbs. Sage Gray and White.
8838R2490 **Retail $34.95**

WESTINGHOUSE DELUXE FM/AM TABLE RADIO • Static-free FM reception • Precision vernier tuning • Automatic frequency control • Automatic volume control • Dynamic speaker • Sensitive AM antenna, line cord FM antenna, external terminals • 6 tubes, rectifier, 3 diodes • Size: 6½" H x 12⅝" W. x 4⅝" D • Ship. wt. 5 lbs. Specify Antique White and Gray or Beige and Oxford White.
8551R2797 **Retail $37.95**

WESTINGHOUSE TWIN-DIAL FM/AM TABLE RADIO • Handsome walnut grained fully moulded cabinet • Twin dial precision vernier tuning • Automatic frequency control on FM • Front mounted 4" speaker • Precision etched chassis • 6 tubes, 1 rectifier, 3 diodes • Cabinet size: 6½" H. x 12⅝" W. x 4⅝" D. • Ship. wt. 5 lbs. Walnut Grain and White.
1025R2991 **Retail $39.95**

WESTINGHOUSE "SOLID STATE" FM/AM TABLE RADIO • Powerful 10 transistor radio has illuminated station indicators • Fingertip slide-rule tuning, "on/off volume" controls • Automatic frequency control • Full tone 5 x 3" speaker • Sensitive AM and line cord FM antenna, external terminals • 10 transistors, 1 rectifier, 3 diodes —AC only • 9" H. x 11⅛" W. x 3⅝" D. • Ship. wt. 4 lbs. Walnut Grain.
1026R3335 **Retail $44.95**

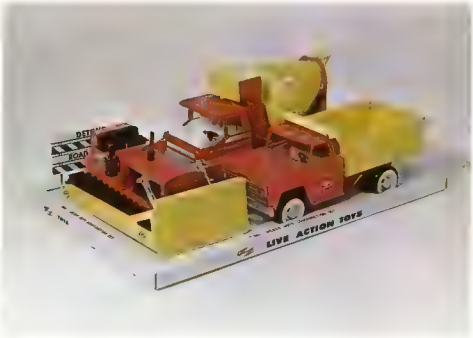
STRUCTO PACKAGED SETS

Best-sellers are packaged together on self-selling display platform that makes every set a display piece, certain to help you sell other toys, too.

Steel

No. 909 Highway Builder Set. Combination of best-selling construction toys with sand hopper for greatest play value. Set includes No. 303 Dump Truck, No. 183 Road Grader, No. 501 Hi-Lift Bulldozer and All-Steel Sand Hopper.

Individual carton, wt. 9 lbs.



No. 941 Heavy Construction Set. New! Combines large heavy-duty action toys. Set includes No. 514 Bulldozer, No. 432X Cement Mixer, No. 303 Dump Truck, plus sturdy metal road barrier for extra play action.

Individual carton wt. 9.7 lbs.

STRUCTO

STRUCTO DIVISION

KING-SEELEY KST THERMOS CO.

General Offices and Factory
Freeport, Illinois 61032

NATIONAL SALES OFFICE

Suite 412-14-16

200 Fifth Avenue • New York, New York 10010

Form No 2167

Printed in U.S.A

THE STRUCTO
KOMPAK FLEET

NEW! **Mobile Merry-go-round** Colorful and action-packed addition to the Kompak Fleet. As truck moves, merry-go-round revolves and bell rings. Reflecting pole in center highlights animals.

Tot-sized but with the same attention to detail as our larger trucks. Heavy-gauge steel cabs and tops in bright new colors. Modern molded grilles with headlights. Transparent wrap-around windshields, realistic side and rear windows. Realistic interiors have seats and steering wheels. Structo warranty. Sturdy appealing see-thru packages.

Heavy Rubber Tires. Real rubber tires go silently. Another feature that helps make Structo toys so popular as well as long lasting.

Transparent Wraparound Windshields and Realistic Interiors. Unusual in smaller trucks. Windshield shows off detailed interior. Side and back windows are transparent realistic.

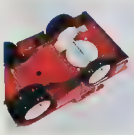
THE STRUCTO
POW-R-R-R FLEET

Steel

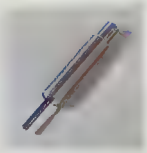
NEW! Auto Transporter. The most realistic Auto Transporter available. Open-sided girder construction. Ramps adjust to two positions. Loading ramp locks into trailer for easy loading. Includes three late-model cars.

NEW! Snorkel Fire Truck. Modern version of a popular favorite. Snorkel operates hydraulically and has 5 positions. Garden hose adapter allows operation of Snorkel hose with real water. Shoots 20 feet. Snorkel and basket swivel. Simulated dome light.

The 1967 Pow-r-r-r Fleet is loaded with features for strength and sales appeal. Structo's exclusive Pow-r-r-r sound is the motor sound without batteries . . . realistic, but with nothing to run down or wear out. Other design features include sturdy heavy-duty steel cabs, chassis, and bodies . . . with chrome plating on headlights, grilles and wraparound bumpers. Exclusive silent-glide wheels have nickel-plated hubcaps. Large transparent wraparound windows show off the realistic interiors, complete with seats and steering wheels. All models come in sturdy see-thru packages, and carry the Structo warranty.



Pow-r-r-r Motor Sound. Real motor sound without batteries. A Structo exclusive. Wear-proof nylon-geared motor operates under hood, near front axle.



Hydraulic Cylinder. The hydraulic cylinder on dump, sanitation and fire trucks is typical of realistic, sturdy construction. As lever is depressed, the body automatically rises. Fluid is non-toxic and non-staining.

NEW! Hydraulic Sanitation Truck. Operates hydraulically. Lever shifts bucket from fill to dump positions. Top gate opens as bucket dumps. Bottom gate opens as body is lifted into dump position. Sturdily constructed with tandem rear wheels.

NEW! Tractor Trailer Truck. Over 375 cubic inches of cargo space in trailer. Adjustable dolly wheels. Back doors swing open wide. Fifth wheel is replica of the coupling on real vans. A new adaptation of a steady seller.

Silent-glide Wheels. Self-lubricating, noiseless bearings* protect chassis and axle against wear. Typical of details designed to make Structo trucks the most long lasting toys you can sell.

*U.S. Patent No. 3303291
Canada Patented 1965

Turbine Cab. Every Pow-r-r-r truck has it! Just like the newest real trucks. The big windshield shows interior details. Other real-life design features include nickel plated hubcaps and chrome-plated wraparound bumpers.

See-Thru Package

Adds sales appeal while protecting your merchandise. Features are highlighted attractively. Ideal for window displays. Stackable for mass displays.

Structo Warranty

Each toy carries our warranty. We guarantee satisfaction, with adjustments handled directly through us . . . satisfied customers with no bother for you.

STRUCTO ROAD-BUILDING AND CONSTRUCTION TOYS

Hard-playing, long-lasting models of heavy construction equipment. The 1967 Structo line includes four of the most popular construction toys on the market, with the assurance that all of them are built to Structo's high standards and covered by the Structo warranty.

No. 501 Hi-Lift Bulldozer. Lever in cab raises and dumps bucket automatically. Locks in three positions: low, medium and high. Realistic exhaust and treads.
L-11¼"; W-5¾"; H-3⅞" 6/ctn., wt. 13.6 lbs.

No. 514 Giant Bulldozer. Plated cylinders work automatically. Lever raises, lowers and locks blade. Realistic details include engine, exhaust, cab seat and treads.
L-11½"; W-7"; H-5". 6/ctn., wt. 19.7 lbs.

No. 527 Road Grader. Steering lever operates turning front wheels. Plated scraper raises, lowers and tilts. Heavy-gauge steel construction. Floating tandem wheels ride all surfaces.
L-19"; W-7½"; H-8". 6/ctn., wt. 23.6 lbs.

No. 574 Bulldozer and Earth Mover. Hi-Lift Bulldozer pulls sturdy earthmover. Rear lever opens earthmover to dump load, locks it closed.
L-24½"; W-6½"; H-5¼". 4/ctn., wt. 20 lbs

No. 205 Wrecker Truck. Winch crank on boom lifts tow. Top is detachable, with up-and-down windshield. Interior includes stick shift.

L-10¾"; W-4¼"; H-5¼". 6/ctn , wt. 14.7 lbs.

No. 210 Fisherman. Complete with sturdy trailer and sleek runabout. Jeep has side seats and rear cargo space. Tailgate and windshield raise and lower.

L-20"; W-5"; H-4¼". 6/ctn., wt. 15.5 lbs.

No. 266 Sanitation Truck. New! Lever action shifts body into dump position. Bucket raises and top gate opens. Lower gate opens automatically, too. Tandem wheels in rear.

L-18"; W-5¾"; H-8". 6/ctn., wt. 35 lbs.

No. 303 Dump Truck. Features lever-action dumping. Body raises as lever is pushed. Tailgate swings open, too. Steering wheel, seat and wraparound windshield.

L-13½"; W-5½"; H-5¼". 6/ctn., wt. 21.7 lbs.

No. 309 Hydraulic Dump Truck. Lev raises body hydraulically. Tailgate swing open. Hydraulic fluid is non-toxic, non-staining. Steering wheel, seat and wrap around windshield.

L-13½", W-5½"; H-6¼". 6/ctn., wt. 22.7 lbs

No. 344 Livestock Van. Simulated slat sides. Sleek trailer features real rear doors and adjustable dolly wheels. Dual tandem wheels in rear. Turbine cab.

L-21¼"; W-7¾"; H-5¾". 6/ctn., wt. 39.7 lbs.

No. 360 Timber Toter. New! Massive-looking turbine cab couples to die-cast trailer. Hauls six giant wood logs anchored by real metal chains that lock. Tandem dual rear wheels.

L-20¾"; W-6½"; H-5½". 6/ctn., wt. 35.6 lbs.

No. 380 Snorkel Utility Truck. New! Hydraulic snorkel has 6 positions, rises automatically, swivels 100°. Tandem rear wheels. Simulated dome light, utility ladder. Turbine cab. 2 plated rear stabilizer jacks.

L 21", W-6½", H-8", 4/ctn., wt. 26 lbs

THE STRUCTO LIVE-ACTION FLEET

No. 230 Rampside Pickup Truck. Right side has ramp that drops for loading and unloading. Plastic insert in cargo space adds to detail.

L-10½" W-4⅝" H-5". 6/ctn., wt. 12.8 lbs

No. 235 Camper Truck. Right-side door in heavy duty molded camper body opens and closes. All-steel chassis. Transparent windshield.

L-10½", W-4⅝", H-6½" 6/ctn., wt. 15.5 lbs

No. 260 Livestock Truck. Convertible to flat-bed hauler by removing steel guard rails. All-steel chassis. Silent-glide wheels.

L-14¾", W-6¼", H-5⅝". 6/ctn., wt. 24.5 lbs

No. 319 Hydraulic Dump Truck. New! Dump action hydraulically operated. Turbine cab. Sturdy construction of heavy-gauge steel. Simulated saddle tanks. Ten wheels for rugged looks, rugged play.

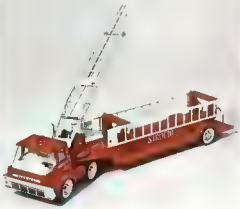
L-12"; W-6"; H-6". 6/ctn., wt. 21.5 lbs

No. 322 Vista-dome Horse Van. Trailer features include skylight, front vista-dome and three loading ramps. Scale models of two horses, two colts included. Turbine cab.

L-21⅛" W-6", H-5¼". 6/ctn., wt. 30.3 lbs

No. 331 Car Carrier. Steel trailer has rear extension ramp that fits both hauling levels. Three authentic popular model cars included. Turbine cab and tandem rear wheels.

L-22¼" W-6", H-6⅞" 6/ctn., wt. 30.3 lbs.



No. 381 Aerial Hook and Ladder. Aerial ladder rises, extends, rotates full 360°, telescopes, lowers. Side ladder attaches for longer extension. Turbine cab, saddle tanks, simulated dome light.

L-29¼", W-6¼", H-6¼" 4/ctn., wt. 32 lbs

No. 708 Weekender. Completely detailed interior includes built-in refrigerator, sink and fold-out seat that actually converts into bed. Both side and rear doors open and close.

L-12"; W-5⅜"; H-6½", 6/ctn., wt. 23 lbs

No. 727 Police Emergency Truck. Bell clangs as truck moves. Lever-operated top ladder rises, swivels. Side ladder attaches to make longer extension ladder. Side windows. Simulated dome light.

L-12", W-6"; H-7½". 6/ctn., wt. 24.7 lbs

STRUCTO STURDY STEEL

TRANSPORTATION TOYS

FOR 1967

The Live-Action Fleet comes on strong in 1967 with features geared to sales appeal and sturdiness. Bodies, chassis and cabs are constructed of heavy-gauge steel. Details that add realism include chrome-plated headlights, grilles and wraparound bumpers; transparent wraparound windshields and many interiors with seats and steering wheels. Exclusive silent-glide wheels with self-lubricating bearings have non-mar white-wall tires and nickel-plated hubcaps. Large trailers have turbine cabs, real fifth wheels and dual tandem rear wheels. All models have sturdy see-thru packages and carry the Structo warranty of quality.

Steel

NEW! Timber Toter. As massive and strong as it looks. Features die-cast trailer that hauls six huge wood logs anchored realistically by scaled chains that lock. Turbine cab. Tandem dual rear wheels.

NEW! Sanitation Truck. Lever-operated dumping. When bucket is raised, top gate opens automatically. Sturdily constructed of heavy-gauge steel. Tandem rear wheels. Detailed interior.

NEW! Hydraulic Dump Truck. An all-time favorite now with ten wheels and turbine cab. As lever is released, body moves into dump position, tailgate opens automatically. Simulated saddle tanks. Tandem dual rear wheels.

NEW! Snorkel Utility Truck. Snorkel rises hydraulically, has six positions, swivels on base. Plated stabilizer jacks retract into body. Simulated snorkel motor. Turbine cab. Simulated dome light and extra utility ladder.

Turbine Cab. Designed to be realistic, the turbine cab has a wraparound windshield that gives good view of accurately scaled, true-to-life interior.

Hydraulic Cylinder. On the Dump and Utility trucks, a hydraulic cylinder automatically rises as lever is depressed. The cylinder liquid is non-toxic and non-staining.

Silent-glide Wheels. Wheels have self-lubricating patented* bearings that protect axle and chassis from wear. Typical of Structo's concern with durability.
*U.S. Patent No. 3302291
Canada Patented 1966

Realistic Fifth Wheel. Large tractor trailers have a coupling wheel that works and looks like the fifth wheel on real trucks.

Detailed Scale Animals. Many trucks include accurately detailed animals that are scaled to the size of the toys for added sales appeal and realism.

See-Thru Package. Protects your merchandise while adding sales appeal. Attractively spotlights key sales features. Easily stacked for mass displays. Each unit a self-contained display.

THE STRUCTO POW-R-R-R FLEET

No. 415 Wrecker Truck. Winch crank raises, lowers, and holds towed vehicle. Plated bumper bar holds tow straight. Simulated dome light. Turbine cab with realistic interior.

L-12¾"; W-5¼"; H-6¼". 6/ctn., wt. 22.5 lbs.

No. 423 Hydraulic Dump Truck. Hydraulic cylinder raises body automatically; tailgate swings open. Features heavy-duty tandem dual rear wheels, turbine cab and realistic tool box.

L-12¾"; W-6"; H-6". 6/ctn., wt. 24 lbs.

No. 432 Cement Mixer. New simulated water tank and turbine cab. Realistic mixer action. Plastic drum fills through top hopper, rotates as truck moves. When drum is raised, contents empty down swivel chute. Chute swings toward truck when not in use. Tandem dual rear wheels.

L-16½"; W-6½"; H-7½". 6/ctn., wt. 24.5 lbs

No. 474 Hydraulic Sanitation Truck. New! Realistic action. Sturdy construction. Hydraulic action shifts bucket from fill to dump positions. Upper gate opens. Hydraulic cylinder raises body to dump load. Tandem rear wheels.

L-16½"; W-5¼"; H-7¾". 6/ctn., wt. 35 lbs.

No. 483 Tractor Trailer Truck. New! Adjustable dolly wheels. Realistic coupling. Giant-size trailer holds 375 cubic inches of cargo. Tandem dual rear wheels. Back doors swing open for easy loading. Turbine cab.

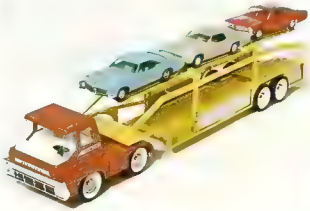
L-21¼"; W-7¼"; H-5¾". 6/ctn., wt. 39.5 lbs.

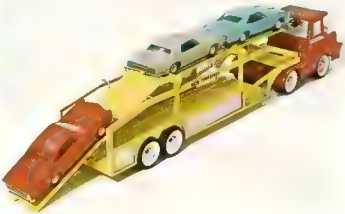
No. 453 Fire Rescue Truck. Lever-operated extension ladder swivels. Detachable ladder interlocks to make long aerial ladder. Side hanger holds ladder when not in use. Simulated hose reel and dome light. Turbine cab.

L-23¾"; W-5¼", H-5¾" 6/ctn , wt. 24.5 lbs

No. 466 Snorkel Fire Truck. New! Hydraulic six-position swiveling snorkel. Two side ladders interlock. Plated stabilizer jacks retract into body. Garden hose adapter removable. Turbine cab. Simulated dome light and hose reel. Actually shoots water 20 feet.

L-21"; W-6½"; H-8". 4/ctn., wt. 28 lbs





No. 492 Auto Transporter. New! Open-sided girder construction is sturdy and realistic. Ramp levers allow carrying in two positions. Loading ramp attaches to both levels. Dual tandem wheels on tractor, tandem rear wheels on trailer. Includes three late-model scale cars.

L-28¼"; W-5¼", H-5¾". 4/ctn., wt. 30 lbs

Could you say no to them?

One thing is certain—you can't ignore them. They're part of your sales force . . . the cast for a new 60-second commercial for AMF Wee Products.

These toys, made with all the care your customers have for their children—will be featured nationwide on daytime television beginning September.

For the hot new Roadmaster Renegade bike, more color commercials are scheduled for NBC's new Saturday morning Super President, beginning September 16.

On the all-time CBS favorite, Captain Kangaroo, more pre-Christmas commercials that introduce the great new AMF Tote-All Truck and the record-breaking AMF Mustang.

All commercials tell customers to call Western Union Operator 25 for your name.

Exciting new products and commercials; big, ready-to-buy audience; Operator 25—you can be sure this season AMF customers will know what they want and where to get it. Be ready.

Scenes from new AMF 60-second color commercials, "Roadmaster Renegade" and "Tote-All Truck".

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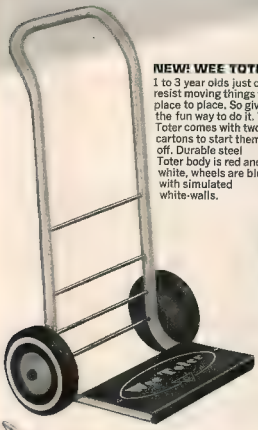


NEW! WEE TOTER

1 to 3 year olds just can't resist moving things from place to place. So give them the fun way to do it. Wee Toter comes with two "play" cartons to start them off. Durable steel Toter body is red and white, wheels are blue with simulated white-walls.

NEW! WEE WAGON

Great for toting tots' toys. Great for your business. Bright yellow body will delight preschoolers. Big enough to carry blocks or dolls. Chrome plated handle, blue wheels, simulated white-wall tires For ages 1 to 3.

BIG 4 TRACTOR WITH ACTION MOTOR

Battery operated motor has idling sound, moving pistons and radiator fan . . . a proven selling plus. New back rest on adjustable spring mounted seat. Large tractor-type rear wheels, flam green finish with red and white trim

NEW 20" ROADMASTER RENEGADE WITH 3-ON-THE-BAR

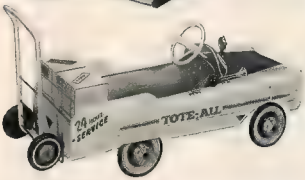
This new baby is sure to put your sales in high gear. Has buddy saddle, caliper brakes, knobby and/or slick rear tire. New Monza Magenta and LeMans Lime Yellow colors.

NEW 20" ROADMASTER DEBUTANTE DELUXE

Everything a girl could ask for: colorful, flower-backeded basket, contour saddle with embossed top, chrome fenders, white sidewalls. Foam blue and white.

HERCULES WITH SPORT SHIFT

Newest 26" English lightweight has Sturmey Archer 3-speed hub, battery head lamp, rust-resistant black and white finish.



NEW TOTE-ALL TRUCK

As much fun as a child's imagination, and bound to move off the floor as fast. Rear compartment carries boxes, blocks, etc. Has rack to carry Wee Toter, simulated gear shift, horn, rear-view mirror, metalized hub caps. Finished in white with red trim.

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Pretty Girl vanity set has an evening bag for cosmetics, comb, mirror, face powder and puff. The set retails for $1., and is from Amsco Industries, Inc., 200 Fifth Ave., New York.

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Craft-Mache includes mache powder, six jars of paint, liquid Gessor for preparing surface for painting and Gloss polymer for sealing. Craftint Mfg. Co., 18501 Euclid Ave., Cleveland.

Roadmaster Renegade bar stick-shift, chrome fenders, white side-high riser. Available from AMF Wheel Goods Division, Box 344, Olney, Ill.

Susie, Magic Lock-Et paper doll is under 10 years old. She has her own snap on wardrobe, lock-ets and scissors. Retail price $1. Standard Toykraft, Inc., 95 Lorimer St., Brooklyn. N.Y.

Mead Color-Corr® Containers

Put AMF Toys on Display

AMF's new line of juvenile wheel goods —in Mead Color-Corr printed corrugated containers—are where the action is. Out front!

But what's Color-Corr? A Mead process for printing (in up to six colors) right on the container. Color-Corr containers show shoppers what's inside—on the outside. Make colorful, hard selling, mass merchandise displays.

Like the idea? For further information and samples, write Mead Containers, a division of The Mead Corporation, 5533 Fair Lane, Cincinnati, Ohio 45227.

MEAD
containers

Bill O'Brien

says you should now think a little bigger... 1/24 scale.

Strombecker brings you a complete line of *both* 1/32 scale and 1/24 scale. Loaded with new features, such as the steeply banked Monza wall, new competition-bred racing cars, true 1/24 scale track (4¼" between lanes), and exciting new packaging that'll stop lookers in their tracks. Bill O'Brien says you should now think a little bigger—the fact that he's 6'7" has nothing to do with it! Bill says Strombecker Road Racing is America's first, fastest, finest racing and is backed with consistent magazine, radio and TV advertising. Bill O'Brien knows—with both scales of Strombecker, you think bigger—in sales, turnover and profits. You should listen to Bill O'Brien; he's the big man in our business. Wire or write Bill—or your Strombecker man—for the entire profit-oriented Strombecker story.

STROMBECKER

Strombecker Corporation
1646 W. Lake Street
Chicago, Illinois 60644
312/379-7300

BILL O'BRIEN: *Strombecker Corporation*
Space 439A, 1355 Market Street
San Francisco, California

IN CANADA: *DMA—Strombecker of Canada*
10419 Ethier Street, Montreal, Quebec
PRICES SLIGHTLY HIGHER IN CANADA

IN EUROPE: *Strombecker-France-s.r.l.*
Ramilly (Haute-Savoie), France

NEW! from AIRFIX

CONCORDE ASSORTMENT
#1501C/PACKED 12 PER CARTON

1508 CONCORDE

1501 HALIFAX

1502 LANCASTER

1503 B-24 LIBERATOR

CONCORDE ASSORTMENT

Here is an assortment of 4 **ALL NEW** constant scale kits, in an introductory assortment that gives you maximum sales and selectivity of brand new plane kits at popular prices.

This is only part of a complete line of constant scale, quality AIRFIX kits priced from 30¢ to $4.00. Other new and profitable assortments are available in introductory release assortments, bringing you over ninety kits from which you get complete coverage. Write for complete catalog on this exciting line of constant scale plastic kits from AIRFIX.

Suggested Retail **$1.50**

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328 N. WESTWOOD TOLEDO, OHIO

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FUN LINE POOLS

A Full Range of Sizes-Styles and Prices.

Offer the full Doughboy FUNLINE — with the widest choice of styles and prices. Beautifully designed and colored; strongly built and backed by the Doughboy name and reputation.

Write or call for our catalog and prices.

STEEL WALL SPLASHERS

FLIP-N-FILL

INFLATABLES

Doughboy® *Number one choice of the* ***GET WET SET***

DOUGHBOY INDUSTRIES, INC. New Richmond, Wisconsin • 2 Pennsylvania Plaza, New York City

FINEST QUALITY STERLING SILVER
ALVIN STERLING
PRODUCTS OF
GORHAM CORPORATION

Showing beautifully designed back of handles with name embossed in each piece.

Moderne Blade

Prince Eugene*

SOLID STERLING SILVER

An authentic interpretation of the late 17th and early 18th century French Renaissance. A fashion created for the lavish use of Kings LOUIS XIII and LOUIS XIV and in high favor today as an ultimate in decorative beauty.

PRINCE EUGENE, for whom this exquisite pattern was named, was born in Paris in 1663, and spent much time in lovely Vienna, then the seat of continental culture. When Vienna was threatened by the Turks, it was PRINCE EUGENE of Savoy who was its defender and his successes gained for him the everlasting gratitude of the people.

PRINCE EUGENE is a heavy weight, complete open stock pattern furnished in beautiful soft Butler finish. All Blades are Mirror-Finish Stainless Steel. Illustrated . Luncheon Knife and Fork, Teaspoon and Salad Fork actual size.

*Trade Marks

The Place Setting Plan

COMPOSITION OF A PLACE SETTING:

- Knife—Dinner or Luncheon Size
- Fork—Dinner or Luncheon Size
- Teaspoon
- Cream Soup Spoon—Not Illustrated
- Individual Salad Fork
- Individual Butter Spreader— Not Illustrated

Single Place Settings—6 Pieces

		Mfr's Sugg Retail
126K3225	[illegible]	$53.75
125K3525	[illegible]	58.75

Single Place Settings—5 Pieces

[illegible]

		Mfr's Sugg Retail
284K7835	[illegible]	$47 25
283K3135	[illegible]	52 25

EXTRA HEAVY WEIGHT

OPEN STOCK—STAPLE PIECES

			Mfr's. Sugg. Retail
5503K5220	Teaspoons	Dozen	$ 87.00
5521K7200	[illegible]	Dozen	120 00
5514K7920	[illegible]	Dozen	132 00
5525K7740	[illegible]	Dozen	129.00
5517K10980	[illegible]	Dozen	183.00
5530K6840	[illegible] Soup Spoons	Dozen	114.00
5509K8100	[illegible]	Dozen	135.00
5539K4680	[illegible]	Dozen	78 00
5540K4680	[illegible]	Dozen	78 00
5537K6840	—Indiv. Salad Forks	Dozen	114.00

OPEN STOCK—FANCY PIECES—PER DOZEN

			Mfr's. Sugg. Retail
5529K3420	[illegible]	Dozen	$ 57.00
5531K6840	[illegible]	Dozen	114 00
5533K5400	[illegible]	Dozen	90 00
5590K8620	[illegible]	Dozen	144 00

OPEN STOCK—FANCY PIECES—EACH

5552K1200—	Tablespoon	Each	$20.00
5558K1125	Cold Meat Fork	Each	18.75
5546K1125—	Gravy Ladle	Each	18.75
5577K600	Butter Knife	Each	10.00
5551K645	[illegible]	Each	10.75
5592K1800—	2 Pc. Steak Set	Each	30 00
5588K2550—	2 Pc. Carving Set	Each	42 50
5572K1020	[illegible]	Each	17 00
5556K450	Butter Pick, Olive Fork	Each	7 50
5570K645	—Jelly Server	Each	10.75
5559K1500	Salad Fork, Serving	Each	25.00
5550K1500	Salad or Berry Spoon	Each	25.00
5544K585	—Bon Bon or Nut Spoon	Each	9 75
5561K435	—Lemon Fork	Each	7 25
5575K1425	Tomato Server	Each	23.75
5595K1200—	Pierced Tablespoon	Each	20 00

Prices Subject to Change Without Notice

because you love

to set a perfect table . . .

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• ENDURINGLY TIMELESS

With a flair for fashion! Designs eternal as a remembered melody! Throughout your lifetime and for generations to come, ALVIN grows only lovelier with age.

• PERFECTLY BALANCED

in line and proportion. Sculptured into lasting loveliness by the ALVIN master Silversmiths! Hold it in the palm of your hand. Feel the deep, weighty balance. Examine the deft chasing . . . the flawless detail.

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will you buy your Sterling. Make yours ALVIN, the "Once In A Lifetime Sterling" since 1886. A product of the World Famous Gorham Corporation.

ALVIN STERLING

PLEASE SPECIFY PATTERN NAME WHEN ORDERING

Illustrations actual size

BRIDAL BOUQUET

All the beauty and charm of flowers are brought out in bold relief giving it a special kind of loveliness.

SOUTHERN CHARM

A pattern of enduring beauty whose concaved surfaces beautifully reflect and enhance any table setting.

COMPOSITION OF A PLACE SETTING:

Knife—Dinner or Luncheon Size
Fork—Dinner or Luncheon Size
Teaspoon
Cream Soup Spoon—(Not Illustrated)
Individual Salad Fork (Not Illustrated)
Individual Butter Spreader (Not Illustrated)

Single Place Settings—6 Pieces

	Mfr's. Sugg. Retail
669K2700—Luncheon Size	$45.00
670K2985—Dinner Size	49.25

Single Place Settings—5 Pieces
(Composition Same As Above Less Butter Spreader).

	Mfr's. Sugg. Retail
667K2370—Luncheon Size	$39.50
668K2625—Dinner Size	43.75

		Mfr's. Sugg. Retail
03K4320—Teaspoons	Dozen	$ 72.00
21K5120—Luncheon Knives	Dozen	102.00
14K6840—Luncheon Forks	Dozen	114.00
25K6840—Dinner Knives	Dozen	114.00
17K9180—Dinner Forks	Dozen	153.00
30K5400—Cream Soup Spoons	Dozen	90.00
09K5120—Dessert Spoons	Dozen	102.00
29K3960—Butter Spreaders	Dozen	66.00
40K3960—Butter Spreaders H. H.	Dozen	96.00
37K5760—Indiv. Salad Forks	Dozen	48.00
23K2880—Coffee Spoons	Dozen	36.00
31K5400—Iced Tea Spoons	Dozen	90.00

OPEN STOCK—STAPLE PIECES

		Mfr's. Sugg. Retail
33K4140—Oyster Forks	Dozen	$ 69.00
90K6840—Steak Knives	Dozen	114.00
52K990—Tablespoons	Each	16.50
58K900—Cold Meat Fork	Each	15.00
46K990—Gravy Ladle	Each	16.50
77K670—Butter Knife	Each	9.50
51K570—Sugar Spoon	Each	9.50
92K1620—2 Pc. Steak Set	Each	27.00
88K2650—2 Pc. Carving Set	Each	42.50

FANCY PIECES

		Mfr's. Sugg. Retail
72K990—Pie Server	Each	$16.50
56K420—Butter Pick/Olive Fork	Each	7.00
70K570—Jelly Server	Each	9.50
69K425—Salad Fork, Serv	Each	23.75
50K1425—Salad or Berry Spoon	Each	23.75
44K420—Bon Bon or Nut Spoon	Each	7.00
61K420—Lemon Fork	Each	7.00
75K1290—Tomato Server	Each	21.50
95K990—Pierced Tablespoon	Each	16.50

For Engraving Styles and Prices See Trade Information

ALVIN STERLING

PLEASE SPECIFY PATTERN NAME WHEN ORDERING

Illustrations actual size

COMPOSITION OF A PLACE SETTING:

Knife—Dinner, Luncheon or Place Size
Fork—Dinner, Luncheon or Place Size
Teaspoon
Cream Soup Spoon—(Not illustrated)
Individual Salad Fork—(Not illustrated)
Individual Butter Spreader—(Not illustrated)

Single Place Settings—6 Pieces

		Mfr's. Sugg	Retail
673 K2700	Luncheon Size	Spring Bud	$45.00
674 K2955	Dinner Size	Spring Bud	49.25
661 K2700	Place Size	Pirouette	45.00
695 K2700	Place Size	Eternal Rose	45 00

Single Place Settings—5 Pieces
(Composition Same As Above Less Butter Spreader)

		Mfr's. Sugg	Retail
671 K2370	Luncheon Size	Spring Bud	$39.50
672 K2625	Dinner Size	Spring Bud	43.75
662 K2370	Place Size	Pirouette	39 50
700 K2370	Place Size	Eternal Rose	39 50

PLEASE SPECIFY PATTERN DESIRED

ETERNAL ROSE

A youthful pattern with refreshing roses beautifully sculptured in sterling silver.

PIROUETTE

All the beauty and charm of flowers are brought out in bold relief giving it a special kind of loveliness.

SPRING BUD

A pattern of enduring beauty whose concaved surfaces beautifully reflect and enhance any table setting.

Open Stock—Eternal Rose

		Mfr's Sugg.	Retail
7003 K4320	Teaspoons	Dozen	$72 00
7021 K6120	Place Knife	Dozen	102.00
7014 K6840	Place Fork	Dozen	114 00
7037 K5760	Indiv. Salad Forks	Dozen	96.00
7030 K5400	Place Spoon	Dozen	90.00
7040 K3960	Butter Spreaders H H	Dozen	86.00
7033 K4140	Oyster Forks	Dozen	69.00
7031 K5400	Iced Tea Spoons	Dozen	90.00
7077 K570	Butter Knife	Each	9.50
7058 K900	Cold Meat Fork	Each	15.00
7046 K990	Gravy Ladle	Each	16.50
7072 K990	Pie Server	Each	16.50
7051 K570	Sugar Spoon	Each	9.50
7052 K990	Tablespoon	Each	16 50
7095 K990	Pierced Tablespoon	Each	16 50

Open Stock—Pirouette—Spring Bud

		Mfr's. Sugg.	Retail
03 K4320	Teaspoons	Dozen	$72.00
21 K6120	Luncheon Knives	Dozen	102.00
14 K6840	Luncheon Forks	Dozen	114 00
*25 K6840	Dinner Knives	Dozen	114 00
*17 K9180	Dinner Forks	Dozen	153 00
*30 K5400	Cream Soup Spoons	Dozen	90 00
**6930 K5400	Place Spoons	Dozen	90 00
*09 K6120	Dessert Spoons	Dozen	102 00
40 K3960	Butter Spreaders H H	Dozen	66.00
37 K5760	Indiv. Salad Forks	Dozen	96 00
29 K2880	Coffee Spoons	Dozen	48.00
31 K5400	Iced Tea Spoons	Dozen	90.00
33 K4140	Oyster Forks	Dozen	69.00
90 K6840	Steak Knives	Dozen	114.00
52 K990	Tablespoons	Each	16.50
58 K900	Cold Meat Fork	Each	15.00
46 K990	Gravy Ladle	Each	16.50
77 K570	Butter Knife	Each	9.50

		Mfr's. Sugg.	Retail
51 K570	Sugar Spoon	Each	$ 9.50
92 K1620	2 Pc. Steak Set	Each	27.00
*88 K2550	2 Pc. Carving Set	Each	42 50
**6988 K1980	2 Pc. Small Carving Set	Each	33.00
72 K990	Pie Server	Each	16.50
56 K420	Butter Pick Olive Fork	Each	7.00
70 K570	Jelly Server	Each	9.50
99 K1425	Salad Fork, Serv	Each	23.75
50 K1425	Salad or Berry Spoon	Each	23.75
44 K420	Bon Bon or Nut Spoon	Each	7.00
61 K420	Lemon Fork	Each	7.00
75 K1290	Tomato Server	Each	21 50
95 K990	Pierced Tablespoon	Each	16.50

*Not available in Pirouette. **Pirouette only

FINEST QUALITY STERLING SILVER

ALVIN STERLING

Designed, manufactured and guaranteed by the GORHAM COMPANY

Showing beautifully designed back of handles with name embossed [illegible] piece.

Illustrations Actual Size

*Chateau Rose**

SOLID STERLING SILVER

The romantic beauty of yesteryear becomes the fashion of today. The revival of elegance in home decoration reaches back to the Regency and Louis XIV eras, with a touch of Victorian to add zest to the ensemble. "Chateau Rose" is a happy blending of the traditional beauty of these time-favored motifs. As they have lived in the past . . . "Chateau Rose" will live in the future, to become one of your cherished heirlooms of tomorrow. Substantial in weight throughout.

Its beautiful highlights are softened to a silvery lustre by its smooth butler finish.

*Trade Mark

CHATEAU ROSE Pattern by ALVIN . . . Solid Sterling Silver . . . 925/1000 Fine

CHATEAU ROSE OPEN STOCK—STAPLE PIECES

		Mfr's. Sugg. Retail
4303K4320—Teaspoons	Dozen	$ 72.00
4321K6120 [illegible]	Dozen	102.00
4314K6840 [illegible]	Dozen	114.00
4325K6840 [illegible]	Dozen	114.00
4317K9180 [illegible]	Dozen	153.00
4330K5400 [illegible]	Dozen	90.00
4309K6120 [illegible]	Dozen	102.00
4339K3960 [illegible]	Dozen	66.00
4340K3960 [illegible]	Dozen	66.00
4337K5760 [illegible]	Dozen	96.00

A Practical Service Set of Chateau Rose is ideal as a gift for the bride or an anniversary occasion. Always useful and enduring.

The Place Setting Plan

COMPOSITION OF A PLACE SETTING:

- Knife—Dinner or Luncheon Size
- Fork—Dinner or Luncheon Size
- Teaspoon
- Cream Soup Spoon—(Not Illustrated)
- Individual Salad Fork
- Individual Butter Spreader—(Not Illustrated)

SINGLE PLACE SETTINGS—6 PIECES

		Mfr's Sugg. Retail
116K2700	Luncheon Size	$45.00
115K2955	Dinner Size	49.25

SINGLE PLACE SETTINGS—5 PIECES
(Composition Same as Above Less Butter Spreader)

		Mfr's. Sugg. Retail
294K2370	Luncheon Size	$39.50
295K2625	Dinner Size	43 75

FINEST QUALITY STERLING SILVER

ALVIN STERLING

Designed, manufactured and guaranteed by the GORHAM MFG. COMPANY

French Scroll

SOLID STERLING SILVER

A flourishing prelude to the styles of tomorrow

The fantasy of scrolls from the LOUIS XV and LOUIS XVI periods ... richly and delicately moulded into a series of sweeping graceful curves, unbroken, yet carved to reflect beautifully the scintillating highlights created by its soft undulating surfaces ... gives life to this lovely pattern.

FRENCH SCROLL is a style developed in keeping with the present-day demand for modernized sterling patterns from the classical period that prevailed during the reign of the Kings LOUIS, in the years 1700 to 1800. Soft butler finish.

The Place Setting Plan

COMPOSITION OF A PLACE SETTING

- Knife—Dinner or Luncheon Size
- Fork—Dinner or Luncheon Size
- Teaspoon
- Cream Soup Spoon (Not Illustrated)
- Individual Salad Fork
- Individual Butter Spreader—(Not Illustrated)

Single Place Settings—6 Pieces

	Mfr's. Sugg. Retail
389K2700—Luncheon Size	$45.00
388K2955—Dinner Size	49.25

Single Place Settings—5 Pieces
(Composition Same as Above Less Butter Spreader)

	Mfr's. Sugg. Retail
391K2370—Luncheon Size	$38.50
390K2625—Dinner Size	43.75

OPEN STOCK—STAPLE PIECES—PER DOZEN

		Mfr's. Sugg. Retail
6003K4320—Teaspoons	Dozen	$ 72.00
6021K6120—Luncheon Knives	Dozen	102.00
6014K6840—Luncheon Forks	Dozen	114.00
6025K6840 Dinner Knives	Dozen	114.00
6017K9180—Dinner Forks	Dozen	153.00
6030K5400—Cream Soup Spoons	Dozen	90.00
6009K6120—Dessert Spoons	Dozen	102.00

OPEN STOCK—FANCY PIECES—PER DOZEN

		Mfr's. Sugg. Retail
6039K3960—Butter Spreaders	Dozen	$ 66.00
6040K3960—Butter Spreaders H H	Dozen	66.00
6037K5760—Indiv Salad Forks	Dozen	96.00
6029K2880—Coffee Spoons	Dozen	48.00
6031K5400—Iced Tea Spoons	Dozen	90.00
6033K4140—Oyster Forks	Dozen	69.00
6090K6840—Steak Knives	Dozen	114.00

OPEN STOCK—FANCY PIECES—EACH

		Mfr's. Sugg. Retail
6052K990—Tablespoon	Each	$16.50
6058K900—Cold Meat Fork	Each	15.00
6046K990—Gravy Ladle	Each	16.50
6077K570—Butter Knife	Each	9.50
6051K570 Sugar Spoon	Each	9.50
6092K162D—2 Pc Steak Set	Each	27.00
6088K250—2 Pc. Carving Set	Each	42.50
6072K990 Pie Server	Each	16.50
6056K420—Butter Pick/Olive Fork	Each	7.00
6070K570—Jelly Server	Each	9.50
6059K1425—Salad Fork, Serving	Each	23.75
6050K1425—Salad or Berry Spoon	Each	23.75
6044K420—Bon Bon or Nut Spoon	Each	7.00
6061K420 Lemon Fork	Each	7.00
6075K1290—Tomato Server	Each	21.50
6095K990 -Pierced Tablespoon	Each	16.50

Alvin Flatware also Priced in Complete Sets—See Page 201

Vivid... Vital...
Vivaldi
Rhythmic design, reflecting sheer elegance in each melodious detail. Exquisitely harmonious with every table decor! You're invited to the debut of New Vivaldi by Alvin Enjoy music, captured forever, in Solid Sterling.
New by
ALVIN
STERLING
The Place Setting Plan
Composition of a Place Setting:
Knife—Place Size
Fork—Place Size
Teaspoon
Place Spoon—(Not illustrated)
Individual Salad Fork—(Not illustrated)
Individual Butter Spreader—(Not illustrated)
Single Place Settings—6 Pieces
Mfr's. Sugg. Retail
126K3225—Place Size $53.75
Single Place Settings—5 Pieces
(Composition Same as Above Less Butter Spreader)
Mfr's. Sugg. Retail
284K2835—Place Size $47.25
EXTRA HEAVY WEIGHT
Open Stock—Staple Pieces
Mfr's. Sugg. Retail
8093K5229—Teaspoons ..... Dozen $ 87.00
8021K7260—Place Knives ..... Dozen 120.00
8014K7920—Place Forks ..... Dozen 132.00
8030K6840—Place Spoons ..... Dozen 114.00
8040K4680—Butter Spreaders H H . Dozen 78.00
8037K6840—Indiv Salad Forks ..... Dozen 114.00
Open Stock—Fancy Pieces—Per Dozen
Mfr's. Sugg. Retail
8031K6840—Ice Tea Spoons ..... Dozen $114.00
8033K5400—Oyster Forks ..... Dozen 90.00
8090K8640—Steak Knives ..... Dozen 144.00
Open Stock—Fancy Pieces—Each
8052K1200—Tablespoon ..... Each $20.00
8058K1125—Cold Meat Fork ..... Each 18.75
8046K1125—Gravy Ladle ..... Each 18.75
8077K600—Butter Knife ..... Each 10.00
8051K645—Sugar Spoon ..... Each 10.75
8092K1800—2 Pc. Steak Set ..... Each 30.00
8070K645—Jelly Server ..... Each 10.75
8059K1500—Salad Fork, Serving ..... Each 25.00
8050K1500—Salad or Berry Spoon ..... Each 25.00
8072K1020—Pie Server ..... Each 17.00
8075K1425—Tomato Server ..... Each 23.75
8095K1200—Pierced Tablespoon ..... Each 20.00
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Hemi Under Glass is a reproduction of Hurst's "funny car." Kit includes decals and instructions. Retail price is $1. Available from Aurora Plastics Corp., 44 Cherry Valley Rd., West Hempstead, N.Y.

Careful Game allows players to build a five-foot tower then challenges them to remove a girder at a time without toppling it. Available from Ideal Toy Corp., 200 Fifth Ave., New York.

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Factory: 2433 N. Orianna St., Phila. 33, Pa.

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PORTLAND: 3538 N. E. Shaver
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482 Western Merchandise Mart
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VANCOUVER, CANADA
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200 Fifth Avenue, New York 10, N. Y.
Suite 1411-1413A WA 4-3466

BLOCK HOUSE, Inc.
1107 Broadway, New York 10, N. Y.
FACTORY AGENTS NOW FEATURING
Doll House Furniture • Blocks • Archery • Swings • Trudy Toys • Giant Dominoes • Games • Blockbusters • Easels • Stilts • Pre-school toys • Puzzles • Soldiers • Music Boxes

new PRODUCTS

Manufacturers are invited to send glossy photos and information on new products. Include address where items may be ordered.

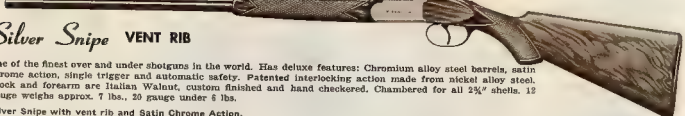
Count 'n Stack is a combination of hardwood shapes and flexible springs on a base. Set is designed to encourage youngsters to count, stack and balance. The Toy Tinkers, 807 Greenwood St., Evanston, Ill.

Bart Starr Pro-Quarterback play selector tells what play Starr would call depending upon field position, down, yards to go, etc. Frankson Industries, Inc., 3907 Gull Court, Rolling Meadows, Ill.

Giant Hobo Joe has a flannel plaid shirt, red velveteen vest, duvateen trousers, felt hat and felt open toe shoes. Joe is 29" long. Stuart, Inc., Rossmor Bldg., St. Paul, Minn.

BERETTA

ITALIAN SHOTGUNS
World's Finest Quality Firearms — Since 1680



Silver Snipe VENT RIB

One of the finest over and under shotguns in the world. Has deluxe features: Chromium alloy steel barrels, satin chrome action, single trigger and automatic safety. Patented interlocking action made from nickel alloy steel. Stock and forearm are Italian Walnut, custom finished and hand checkered. Chambered for all 2¾" shells. 12 gauge weighs approx. 7 lbs., 20 gauge under 6 lbs.

Silver Snipe with vent rib and Satin Chrome Action.

3459A17795—12 Ga. 28" Mod. and Full or 26" Imp. Cyl. and Mod. Specify barrel length.. Mfr's. Sugg. Retail $228.95
3748A17795—20 Ga. 28" Imp. Cyl. and Mod..... Mfr's. Sugg. Retail $228.95
Silver Snipe—3" Magnum with vent rib.
4135A18565—12 Ga. 30" Mod. and Full only..... Mfr's. Sugg. Retail $238.95
4136A18565—20 Ga. 28" Mod. and Full only..... Mfr's. Sugg. Retail $238.95

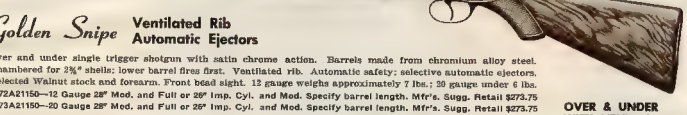
OVER AND UNDER WITH VENT RIB—SATIN CHROME ACTION

Golden Snipe Ventilated Rib Automatic Ejectors

Over and under single trigger shotgun with satin chrome action. Barrels made from chromium alloy steel. Chambered for 2¾" shells; lower barrel fires first. Ventilated rib. Automatic safety; selective automatic ejectors. Selected Walnut stock and forearm. Front bead sight. 12 gauge weighs approximately 7 lbs.; 20 gauge under 6 lbs.

4372A21150—12 Gauge 28" Mod. and Full or 26" Imp. Cyl. and Mod. Specify barrel length. Mfr's. Sugg. Retail $273.75
4373A21150—20 Gauge 28" Mod. and Full or 26" Imp. Cyl. and Mod. Specify barrel length. Mfr's. Sugg. Retail $273.75

OVER & UNDER WITH VENT RIB—AUTOMATIC EJECTORS



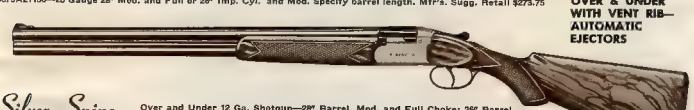
Silver Snipe

Over and Under 12 Ga. Shotgun—28" Barrel, Mod. and Full Choke; 26" Barrel, Imp. Cyl. and Mod. Choke. Featherweight 6¼ lb. over and under shotgun. Unsurpassed for performance. Winner of three world championships. Extremely low profile action—2¼" high. Low side walls for remarkable balance and swingability. All barrels of chrome steel. Italian Walnut stock, hand checkered. Automatic safety. Blade front sight, notched rear sight.

3037A15295—12 Ga. 28" Mod. and Full or 26" Imp. Cyl. and Mod. Specify barrel length .Mfr's. Sugg. Retail $195.95
3747A15295—20 Ga. 28" Mod. and Full or 26" Imp. Cyl. and Mod. Specify barrel length..Mfr's. Sugg. Retail $195.95

SILVER SNIPE—3" MAGNUM.
4137A16065—12 Ga. 30" Mod. and Full only..... Mfr's. Sugg. Retail $205.95
4138A16065—20 Ga. 28" Mod. and Full only..... Mfr's. Sugg. Retail $205.95

OVER & UNDER SINGLE TRIGGER FEATHERWEIGHT

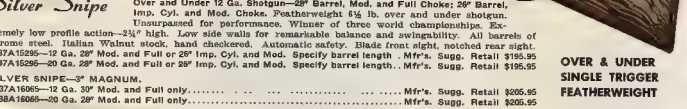


Silver Hawk

12 Ga. Double Barrel Featherweight. New features include Articulated forward trigger eliminates finger injury. Purdey type forend locking system for more positive engagement; massive stock abutment; one-piece forend iron lug and rib extension assures barrel strength. Chrome steel barrels. Italian walnut stock with checkered pistol grip, front bead sight. Automatic safety. Chambered for all 2¾" shells. Available in 12 gauge only. Write for brochure showing single trigger models.

4139A15645—30" Mod. and Full. Approx. wt. 8 lbs..... Mfr's. Sugg. Retail $199.95
4140A15645—28" Mod. and Full. Approx. wt. 7 lbs..... Mfr's. Sugg. Retail $199.95
4141A15645—26" Imp. Cyl. and Mod. Approx. wt. 7 lbs..... Mfr's. Sugg. Retail $199.95

DOUBLE BARREL FEATHERWEIGHT DOUBLE TRIGGER



Silver Pigeon

12 Ga. Pump Shotgun—30" Barrel. Full Choke; 28" Barrel. Modified Choke. High Speed featherweight short action hammerless pump shotgun. Hand finished. Can be fired faster than an automatic shotgun. Highly polished and blued action. Hand lapped and hand tooled bolt. Push button release ejects all shells from the tubular magazine. Luxurious Italian Walnut stock and Beaverteil Forearm—custom finished with 24 lines per inch Diamond point hand checkering. Full pistol grip and grip cap. Push button ejector; cross-bolt type safety built into trigger guard. With chrome steel heat resistant quick detachable barrel for easy takedown. Silver bead front sight—notched rear sight. 5-shot capacity (with 3-shot plug). Weight under 7 lbs. Available in 12 ga. only.

3030A7864—30" Full or 28" Modified. Specify barrel length... Mfr's. Sugg. Retail $102.60

PUMP SHOTGUN HIGH-SPEED FEATHERWEIGHT

Write for Brochure Showing Complete Selection of Beretta Shotguns

AMERICA'S FAVORITE MELAMINE DINNERWARE

Set Composition
46-Pc. Service For Eight
Each Set Contains

- 8—Dinner Plates
- 8—Dessert (Luncheon) Plates
- 8—Saucers
- 8—Cups
- 8—Soup Bowls
- 1—Serving Platter
- 2—Vegetable Serving Dishes
- 1—3 Pc. Sugar & Creamer Set

Somerset—46 Pc. Set "Shadow Leaf"—Captures the crispness and color of early autumn. Dinner plates, saucers are decorated. Stain-free cups, luncheon plates, 15 oz. soup bowls in sandalwood. Vegetable serving dishes and platter in white. Sugar bowl and creamer in sandalwood with white lid. Ship. wt. 15½ lbs.
9495H1998 Retail $29.98

Boonton ware
finest of all melamine dinnerware

Somerset—46 Pc. Set "Regency"—A classic border design of mauve petals entwined in a scroll of metallic gold. Dinner plates, luncheon plates and saucers are decorated. Stain-free cups, vegetable serving dishes, platter, 18 oz. soup bowls and covered sugar bowl and creamer in white. Ship. wt. 17 lbs.
9967H2332 Retail $34.98

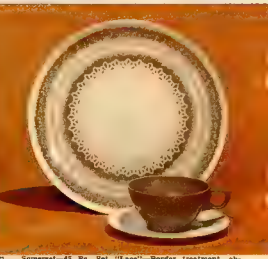
Somerset—46 Pc. Set "Bamboo"—Cool soft shades of Olive, Grey and Beige are employed in this delightful bamboo motif. Dinner plates and saucers are decorated. Luncheon plates, stain-free cups, 15 oz. soup bowls in Olive Mist. Vegetable serving dishes and platter in White. Sugar bowl and creamer in Olive Mist with White lid. Ship. wt. 15½ lbs.
9614H1998 Retail $29.98

Somerset—46 Pc. Set "Americana"—Warm glowing Early American shades of olive and gold spiced with a dash of red and black on a soft peg and plank textured background. Dinner plates and saucers are decorated. Stain-free cups in sandalwood. Luncheon plates, 15 oz. soup bowls and platter in taffy yellow. Vegetable serving dishes in white. Sugar bowl and creamer in taffy yellow with white lid. Ship. wt. 15½ lbs.
5167H1998 Retail $29.98

Somerset—46 Pc. Set "Bountiful"—A sidespray fruit motif with a rich interplay of Reds, Greens, Golds and Earthtones. Dinner plates, luncheon plates and saucers are decorated. Stain-free cups, 18 oz. soup bowls in Sandalwood. Vegetable serving dishes and platter in White. Sugar bowl and creamer in Sandalwood with White lid. Ship. wt. 17½ lbs.
9965H2332 Retail $34.98

Somerset—45 Pc. Set "Bachelor Buttons"—A bold sidespray delicately detailed and in current fashion tones of blue, turquoise and olive. Decorated dinner plates. Lavender blue dessert plates, saucers and stain-free cups. Platter, dessert bowls and vegetable serving dish in white. Sugar bowl and creamer in lavender blue with white lid. Ship. wt. 14½ lbs.
9969H1665 Retail $34.98

Somerset—46 Pc. Set "Radiance"—Colorful border pattern of alternate blocks of blue and green contrasted by solid turquoise band composed of radial lines. Dinner plates and saucers are decorated. Luncheon plates, stain-free cups and soup bowls in turquoise. Serving dishes and platter in white. Sugar bowl and creamer in turquoise with white lid. Ship. wt. 15½ lbs.
5169H1998 Retail $29.98



Somerset—45 Pc. Set "Lace"—Border treatment, abstract design in three shades of brown. "Cut-out" effect in center of plate resembles lace doily. Decorated dinner plates. Dessert plates, stain-free cups and saucers in sandalwood. Platter, vegetable serving dish and soup bowls in white. Sugar bowl and creamer in sandalwood with white lid. Ship. wt. 15½ lbs.
5168H1665 Retail $24.98

BROOKPARK

FINE QUALITY MELAMINE® DINNERWARE

- ★ NEWEST CONCEPT IN STEMWARE AND BARWARE
- ★ NEW BREAK-RESISTANT SUPER-GLOSS, SCRATCH-RESISTANT DINNERWARE
- ★ EXCITING NEW PATTERNS
- ★ SMART DECORATOR ACCESSORY COLORS
- ★ EXCLUSIVE PERMACLEAN CUPS
- ★ FULL BROOKPARK 2 YEAR GUARANTEE
- ★ COMPLETE SELECTION IN EVERY PRICE RANGE AND ONLY BROOKPARK HAS IT!

featuring PERMACLEAN CUPS
A Brookpark exclusive!
The melamine cup that is guaranteed against permanent staining!

COMPOSITION OF 45 PC. SETS OF BROOKPARK DINNERWARE

8—Dinner Plates
8—Luncheon/Salad Plates
8—Saucers
8—Soup/Cereal Bowls
8—Permaclean Cups
1—Vegetable Bowl
1—Platter/or Chop Plate
1—3 Pc. Creamer & Sugar Set

BANQUET

Rich with the atmosphere of the old world countryside, the warmth of hospitality. Encircled pattern of country fruits in Avocado, Purple, Cranberry, Gold and soft-Yellow. Decorated 10¼" Dinner Plates, 8" Luncheon Plates, 6" Saucers and 13½" Chop Plate. Accessory pieces in dual-color Avocado

Retail
5217H3330—45 Pc. Set. Ship. wt. 17 lbs. **$49.95**

EL DORADO

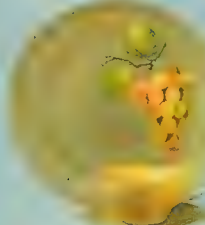
Abstract design created in colors of Turquoise and Olive Green. Decorated 10¼" Dinner Plates, 8" Luncheon Plates, 6" Saucers and 12½" Chop Plate. Accessory pieces in Turquoise.

Retail
5959H2663—45 Pc. Set.
Ship wt. 17 lbs. **$39.95**

ARISTOCRAT

Elegant side spray rose in Light Grey on porcelain-like surface of snow white. Dual-color bottom border and outsides of Bright Red. Decorated 9¾" Dinner Plates, 6¾" Luncheon Plates, 6¾" Saucers and 12" Platter. Accessory pieces in Bright Red.

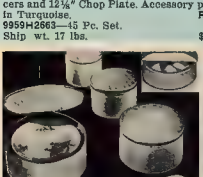
Retail
5218H2663—45 Pc. Set. Ship. wt. 14 lbs. **$39.95**



NAPA VALLEY

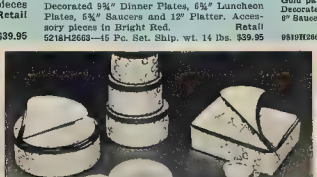
Refreshing look of the finest stoneware . . . all-over color of Olive Green makes a handsome background for grape cluster of Burnt Orange, Olive Green and Gold pattern, produced from hand-painted original. Decorated 10¼" Dinner Plates, 8" Luncheon Plates, 6" Saucers and 12½" Chop Plate. Accessories in Gold.

Retail
9819H2663—45 Pc Set. Ship wt. 17 lbs. **$39.95**



DISH AND CUP PAK SET

9572H730—Have full all-around zippers for easy inserting. Dish-paks hold 12 each: 12" Dinner Plates, 9½" Salad Plates, 8" Bread Plates and 7" Saucers: 48 Dish Pads prevent cracking, chipping or scratching . . . One 12 Cup Pak. Gold quality quilted vinyl. Wt. 3 lbs. **Sugg. Retail $10.95**



4 PC. PLATE CASE SET—12 CUP CASE SET

Delicate **Golden Baroque** pattern in taffeta-like vinyl. Provides dust-free storage and protection from chipping. All-around zippers for easy access.

4 PC. PLATE CASE SET W/PADS

6219H495—Includes 11½" dia. case for Dinner Plates, 9" for Salads or Soups 7½" for Bread and Butters, 6¼" for Saucers 48 Pads included to guard against chipping, cracking and scratching Ship wt. 1½ lbs. **Sugg. Retail $7.45**

12 CUP CASE SET

9711H350—12½"x8"x4¼" rectangular shape quilted vinyl Cup Case. Snap-together dividers form 12 separate pockets. Crush resistant inner lines Ship wt. 1 lb. **Sugg. Retail $4.95**

STEMWARE CASE

9713H450—**"Golden Baroque"**—gold scroll on White quilted vinyl. Crush resistant inner liner; quilted vinyl inside lining; snap-fasten sections form individual pockets. Case stores 12 pcs. 7¼" high, 4" diameter. Ship. wt. 1½ lbs. **Sugg. Retail $6.95**

Looking over Ideal "traveling exhibit" are Herb Sand (left), vice president, sales, and Abe Kent, vice president, merchandising

Ideal Has Mobile Toy History

NEW YORK—A 12-foot display covering some 300 years of toy history, and including a special section devoted to new Ideal lines introduced at the Toy Fair, will be seen in 40 shopping centers, primarily on the East Coast, this year, and through June, 1968.

Sponsored by American Heritage Magazine, the American Showcase Exhibition uses eight feet of the 12-foot exhibit to cover industry history. The remaining four feet shows such contemporary Ideal items as Super City, Captain Action, Tubsy and Giggles (both new dolls), Motorific trucks, cars and tracks, and three games, Careful, Snakes Alive and Cold Feet

The American Showcase includes a total of 23 exhibits, each built around a major U. S. industry.

World Wide Ads Stress Hand Crafted Quality

CHICAGO—A national ad campaign stressing handcraftsmanship is being undertaken by World-Wide Enterprises, here.

Theme of the campaign is "World-Wide Miniatures Hand Crafted So Perfectly You'd Think Santa Made Them Himself."

Full-page color ads showing nine World-Wide miniature lite sets made in Italy, Japan and the U.S., have been scheduled in *Life, Look, McCall's, Parade, This Week* and *Reader's Digest*.

Newspaper ads with the same theme will begin in major markets on Dec. 1.

Books for Infants

TIPP CITY, OHIO—A new toy —Play Pen Book—printed on foam-filled vinyl, has been developed for young children by Dolly Toy Co., here.

The books are printed on white vinyl sheeting in bright colors. Each book is soft and squeezable and may be taken into a bathtub or pool, and cleaned instantly with a damp cloth.

Promotion of Dr. Dolittle Film To Cost More Than $9 Million

NEW YORK—The most ambitious consumer product merchandising campaign ever executed for a film is being conducted for "Doctor Dolittle," according to 20th Century-Fox Film Corp

Hundreds of Dolittle products, with a retail value of $100 million, have been licensed to U.S. manufacturers of toys, games, dolls, books and other categories. A huge promotional drive is planned by the film corporation, and more than $9 million has been budgeted to advertise the products, 20th estimated

Upcoming promotional events include the lead float in Macy's Thanksgiving Day parade, and a float in the Orange Bowl Parade.

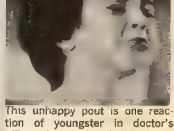
Colorforms Airs Soft Sell Commercial

NORWOOD, N.J.—The soft sell—a new look in TV toy commercials?

Colorforms, here, is planning a nationwide TV campaign this fall for its new Miss Nurse package. The commercial, made by Fladell, Winston, Pennette, through Televideo Productions, avoids use of animation, trick photography, loud voices, blaring music—it does "everything the traditional toy commercial does not," the company said.

The commercial used an actual doctor's office and a real doctor examining a four-year-old girl. The cameras were hidden and the situation was real, as was the dialogue: "When he puts that stick in my mouth, it makes me want to throw up."

The commercial will be shown



This unhappy pout is one reaction of youngster in doctor's office, the scene of Colorforms new Miss Nurse commercial

in 20 key nationwide markets on leading children's shows, and in New York, it will run in 40 spots per week for seven weeks on several shows.

Ernest Fladell, agency president, said use of the soft sell technique in a Colorforms commercial last year led the client to increase this year's ad budget by more than 20%.

Coleco Industries Enters Pool, Billiard Table Field

HARTFORD, CONN.—Expansion of its family recreational product line is being undertaken by Coleco Industries, Inc., here. The firm has decided to enter the pocket billiard and pool table field.

Leonard E. Greenberg, president, said the firm has begun to market a professionally-styled table selling in the $390 retail price range.

Next year, Coleco will make a broad line of tables, Greenberg said.

"Red" Gets Tour

Taking a tour through the Pace Sporting Goods Mfg. Co. in Amsterdam, N.Y., is Ben "Red" Auerbach (center), general manager of the Boston Celtics. Escorting him through the plant where the official "Red" Auerbach Boston Celtic basketballs and equipment are made are Harold Frankel (left), national sales manager, and E. A. Robinson, president.

World Famous BROTHER® DeLuxe Typewriters

Automatic Pushbutton Tabulator

Exclusive Rapid Paper Advance

Pushbutton Selector . . . just push for your choice of two-color ribbon and stencil position.

HOME-OFFICE TYPEWRITER WITH VACUUM MOLDED CASE

Full featured exceptionally attractive unit. Ideal for office or home use. Many exclusive features include rapid paper advance, automatic tabulator, touch control, segment shift, pushbutton two-color ribbon, variable line finder, stencil control, wide 10 inch carriage. Has 88 character keyboard and is of all steel construction. Luxurious vacuum molded case with snap-out holding mechanism. Weight: 24½ lbs.

893N7813—Ultra-Deluxe Typewriter—
Pica Type ..... Retail $119.95
894N7813—Ultra-Deluxe Typewriter—
Elite Type ..... Retail $119.95
Same model with Wide, Wide 13 Inch Extra Wide Carriage, Plus All of the Features of the Above. Weight 26¼ lbs.
895N8688—Ultra-Deluxe Typewriter—
Pica Type ..... Retail $129.95
896N8688—Ultra-Deluxe Typewriter—
Elite Type ..... Retail $129.95

88 KEY HEAVY DUTY COMPACT

Ideal for students and members of the family. Has bonus 88 characters, including full exclamation point, numeral 1, plus and equal signs. Its many features include two-color stencil position, touch control, anti-jam release, retractable paper support arm. All steel construction. Contour carrying case included. Wt.: 15 lbs.

897N4594—Compact Typewriter with
Special Pic-Elite Type. . . . . Retail $69.95

IF PRODUCT OR PERFORMANCE DEFECTIVE
Good Housekeeping
GUARANTEES
REPLACEMENT OR REFUND TO CONSUMER

GUARANTEED
REFUND OR REPLACEMENT BY
PARENTS' MAGAZINE
IF PRODUCT OR PERFORMANCE IS DEFECTIVE

All Typewriters FULLY Guaranteed In Writing

OUR BUDGET BANTAMWEIGHT

Full office keyboard with heavy weight performance makes this an extraordinary value. Rugged all steel construction, full 84 characters, has 1, ½, 2 line spacing, line finder and paper bale, automatic and manual ribbon release. It's a handy portable with contour carrying case included. Weight: 15 lbs.

900N3742—Bantamweight Typewriter with
Special Pic-Elite Type..... Retail $49.95

Tallymaster by VICTOR

SPEEDEE ADD-A-MATIC

Compact, sturdy, accurate! Totals to a capacity of 999,999,999. Slanting keyboard with easy-to-read total window. Reset lever clears in an instant. Numbers are easy to read and designed for speedy, accurate touch. Heavy Gray plastic case. Simple instructions included. Ship. wt. 5 lbs.

910N2250..... Sugg. Retail $39.95

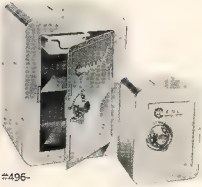
Tallymaster 770 from America's largest manufacturer of adding machines. Home adder with uses as endless as your imagination, budgeting, tax records, bank statements, school projects, office homework, bill checking, etc. Easy to operate 10 key keyboard, adds, multiplies, corrects, repeats, totals, lists with accuracy and speed. (Does not subtract.) You can use this hand-operated machine anywhere, portable weighs only 10 lbs., compact 13" x 7" x 6". Enters up to seven figures, total up to 999,999,99. Detail tape provides permanent printed record of all figurework. Ship. wt. 12 lbs.

911N4920 ..... Sugg. Retail $69.95

Prompt Shipments from Bennett's—Chicago or New York 629

Do you know

. . . that BRUMBERGER is the World's Largest BANK MANUFACTURER (toys of course) and that BRUMBERGER and only BRUMBERGER is authorized to use the world famous MOSLER trademark on its toy banks . . .



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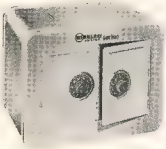

#498

#499

Do you know

that BRUMBERGER also produces the kooky, fast-selling HAUNTED HOUSE MYSTERY BANK that snatches and stores pennies, nickels, dimes and quarters. (**Battery Operated**)

#13

Do you know

that BRUMBERGER and only BRUMBERGER offers you more than Six different intercom sets, savings banks, cameras, projectors and other items that are money-makers for you.

Please write for complete catalog.

Brumberger

1948 TROUTMAN ST., MASPETH, BROOKLYN, N. Y. 11237

Do you know

That BRUMBERGER and only BRUMBERGER produces the all-new working Princess Phone and Intercom with lights and real push buttons!

Do you know

That BRUMBERGER is the world's largest telephone manufacturer *(toys, of course)!*

Do you know

That BRUMBERGER and only BRUMBERGER offers you a fabulous assortment of electronic and musical toys *(all sizes of guitars and amplifiers)*, savings banks and a hundred other staple items that will make money for you! *Write for free catalog.*

Brumberger

34 34th Street, Brooklyn 32, N. Y.

new PRODUCTS

Rockin' Giraffe Truck is made of steel, and has two giraffes which rock in their stalls as truck moves. Giraffes may be removed. Buddy L Corp., East Moline, Ill.

Funny-Buttons has one, two and three inch buttons and three rub-on sheets that allow kids to make their own wacky buttons. Hassenfeld Bros. Inc., 1027 Newport Ave., Pawtucket, R.I.

Bat-Em baseball game has an automatic feeder to pitch balls. Game comes with a complete supply of balls and retails for $3. Bayshore Industries, Inc. 200 Fifth Ave., New York.

WHERE TO BUY
MANUFACTURERS DIRECTORY

Puppets — 98c to $2.98
Puppet Stage — $2.98

SHERAM puppets
61 W. Lawn Ave., Columbus, Ohio 43207
WRITE TODAY FOR INFORMATION!

STATE FAIR
Popular Priced
STUFFED TOYS and NOVELTIES
STATE FAIR TOY & NOVELTY CO. INC.
201 Front St., Brooklyn
Main 4-3931-32-33

TRICKS & JOKES

America's Biggest Hits!
MR. JOHN LOSE WEIGHT SIX SHOTER
TALKING TEETH • WHOOPS
Write for catalog
H. FISHLOVE & CO.
714 N. Franklin St., Chicago 10, Ill.

WHEEL GOODS & ACCES.

ROSS BICYCLES
low prices — high quality
ALL SIZES 16"-20"-24"-26"
ALL MODELS STYLES
Write for Full Color Catalog
CHAIN BIKE CORP. ROCKAWAY BEACH, N.Y.

SINCE 1917
RADIO 50th ANNIVERSARY
RADIO STEEL & MFG. CO.
1515 W. GRAND AVENUE, CHICAGO, ILL. 60635

SUPPLIERS
SERVING THE MANUFACTURER

Assembling & Packaging

CONTRACT PACKAGING
HAND AND AUTOMATIC
- ASSEMBLING
- BAGGING
- BLISTER PAK
- CARDING
- HEAT SEALING
- SHRINK PAK
- SKIN PAK
- TRANSPARENT PAK

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6627TF1920—"BEAUTY" the Kentucky Thoroughbred. Horse of the year! Dazzling dapple Grey with White mane and tail. Vivid Green and White blanket; canteen, crop, lariat molded into uniform latex body. Detachable bridle. Western Tan saddle. Painted frame, plated springs and rubber floor protectors. Size: 42" L., 23½" W., 35" H. Ship. wt. 26½ lbs. F.O.B. Miss. Factory. Mfr's. Sugg. Retail $30.00

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2560TF2255—The youngsters will delight in riding the range with this Wonder horse. Caught in mid-gallop Wonder Boy is molded in Strawberry roan color vinyl. Tooled look Western saddle, saddle horn, bridle and brand, topped off by the rollicking ride children love. Copper base. Dimensions. 45½" long, 25½" wide. Saddle height: 23½". For children from ages 1 to 7. Ship. wt. approx. 32 lbs. F.O.B. Tennessee Factory. Mfr's. Sugg. Retail $34.95

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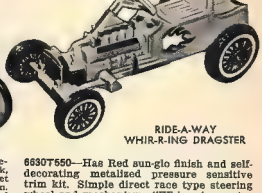
6629TF667—A Jet-age 4 wheeler for the preschooler who wants to ride in style. Sleek, sporty Kart has Yellow contour poly bucket seat and steering yoke with beep-beep horn. Easy direct steering. White wall Red and Black puncture proof, blow molded tires. Strong wood frame. Non-toxic Red, White and Blue trim. Size: 29" L., 13¾" W., 18¾" H. Seat 8½" H. Ages 1½ to 5½. Ship. wt. 3 lbs. Mailable. Mfr's. Sugg. Retail $10.00



RIDE-A-WAY WHIR-R-ING DRAGSTER

6630TF550—Has Red sun-glo finish and self-decorating metalized pressure sensitive trim kit. Simple direct race type steering wheel and mechanism. "Whir-r-ring motor sound." Balloon tires with White sidewalls. Measures: 15" H., 30" L. Easily assembled. Ship. wt. 7 lbs. Mailable. Mfr's. Sugg. Retail $8.25

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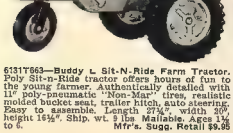

6131TF663—Buddy L Sit-N-Ride Farm Tractor. Poly Sit-n-Ride tractor offers hours of fun to the young farmer. Authentically detailed with 11" poly-pneumatic "Non-Mar" tires, realistic molded bucket seat, trailer hitch, auto steering. Easy to assemble. Length 27¼", width 20", height 16½". Ship. wt. 9 lbs Mailable. Ages 1½ to 6. Mfr's. Sugg. Retail $9.95

RIDE-ER CHIEF'S CAR

6631TF863—A flaming Red car trimmed in White. It's a boat-mobile with steering action. Sturdy steel construction. Safe, steel bumper with rubber guard to protect furniture. Plated bell. Convenient, roomy rear storage compartment for other playthings. Size: 25½" L., 10¼" W., 12¾" H. Ship. wt. 14 lbs. Mailable. Mfr's. Sugg. Retail $12.95

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6632TF597—Every toddler will love this snazzy Red Dumper. High rise chrome handle bars with non-slip hand grips. Knuckle steering for easy driving. Rugged autosteel construction. Removable "leopard spot" seat. Easy action dumping. Dump box looks down. Brite-late grille, 3½" Black "non-mar" tires. 21" L., 8½" W., 11½" H. Ship. wt. 8 lbs. Mailable. Mfr's. Sugg. Retail $8.95

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Desert Rats jeep is made of steel and has detailed seats, interior and dash. Jeep also has a 50-caliber machine gun which swivels and elevates. Buddy L Corp., East Moline, Ill.

Navy Grumman F3F-3 has moveable ailerons, elevators and rudder, a detailed radial engine and cockpit. Plane is in 1/32 scale. Monogram Models Inc., 8601 Waukegan Rd., Morton Grove, Ill.

Cannibal Animals are food toys. Each package has three different molds with three flavors, chocolate, strawberry and lemon. Hassenfeld Bros. Inc., 1027 Newport Ave., Pawtucket, R.I.

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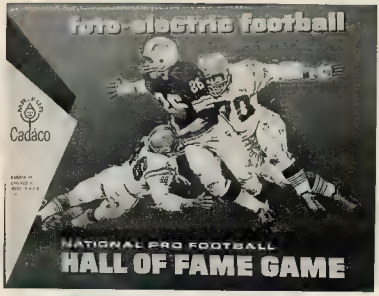

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Yoyos in five new styles are available. Screamer (59¢), Big Zapper (39¢), Zapper (29¢), Little Zapper (25¢) and the Teeny Zapper (19¢) are in op-art counter display units. Union Wadding Co., Pawtucket, R.I.

Captain Action flying hero is suspended between two discs. Wind them up and the figure soars in the air. Spider Man and Mighty Thor are available. The Ohio Art Co., Bryan, Ohio.

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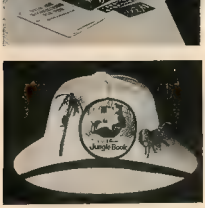
on parade

Mercedes Benz "Binz" ambulance for "Matchbox" (king size, no. K-6) has a stretcher and patient, opening doors and independent spring suspension. Fred Bronner Corp., 120 E. 23 St., New York.



Colormatic copying machine makes up to 30 copies of anything a child draws or traces. Machine needs no ink, type, electricity or batteries. Kenner Products Co. 912 Sycamore St., Cincinnati.

"Jungle Book" safari hat is made of white straw with red or green trim. Hat is available in small or medium and retails for $1. Benay-Albee Novelty Co., 52-01 Flushing Ave., Maspeth, N.Y.

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Conforming Matrix Introduces Machine, Plans New Facility

TOLEDO—A new machine for selective spray coating has been introduced by Conforming Matrix Corp. The electrically-operated turntable machine can produce 400 to 1200 pieces per hour, depending on size of part and other factors.

Overall measurements of the new Model 4-SW are 98" high by 60" wide by 90" long.

The company also announced beginning of construction of an addition for housing the manufacture of electroform molds for rotational and slush molding for the plastic industry.

H. E. MacArthur, president, said the addition will give the firm a total of 27,000 square feet of manufacturing floor space. The new construction is expected to be completed in January.

Monopoly Goes to War

TEL AVIV — During the Israeli-Arab "Six Day War," Monopoly was played in the trenches facing Syria.

"It was great fun until a phosphorous shell directed by an enemy artillery officer landed nearby," said Eiran Harris, of Montreal, who was in Israel during the conflict. "The flames caused complete or partial destruction of several title deed cards and some play money. A corner of the board was singed.

"It was obviously a Russian-made shell," Harris said, "because nobody was hurt."

Remco Promotion

HARRISON, N.J. — A massive TV merchandise giveaway program has been announced by Remco Industries, Inc. in 75 top markets.

I C C Supports T M A, Suspends Rate Rise

WASHINGTON — The Interstate Commerce Commission has upheld a request by the Toy Manufacturers of America to suspend a proposed rate hike on dolls, stuffed animals and stuffed toys.

The ICC, for the third time in a row, suspended a Southern Motor Carriers Rate Conference proposal to put a scale of multiple ratings based on weight density into effect on the cited items.

Due to the suspension order, which was at the request of the TMA, class 150, regardless of weight density, will continue to prevail.

Twister in Kodak Spot

SPRINGFIELD, MASS.—Twister, Milton Bradley's "stocking-feet" game, is being featured in a TV commercial just made by Eastman Kodak for its Instamatic cameras.

The commercial is being aired on "Walt Disney Presents" and "Voyage to the Bottom of the Sea."

Geometry Book Inspires New Wff 'N Proof Game

NEW HAVEN, CONN.—A solitaire puzzle game newly developed by Wff 'N Proof is based on a geometry textbook.

"Configurations," a series of progressively difficult geometric puzzle patterns, was inspired by "The Geometry of Incidence" by Harold L. Dorwart, Seabury Professor and mathematics department chairman at Trinity College, Hartford, Conn.

Dorwart helped develop the game.

19th INTERNATIONAL TOY FAIR NUREMBERG FEBRUARY 10-16, 1968

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Catalina Club

2984MF2816B—120 bass accordion. 17¼" fingerboard, 41 piano keys. Body length 17" 2 sets hand tuned Swedish steel treble reeds, 4 bass sets. 8 automatic fingerette treble registers. 2 bass registers complete with shoulder straps and deluxe case. Ship. wt. approx. 26 lbs. Available in Jet Black or White Pearl. Specify color. F.O.B. Illinois or New York.

Sugg. Retail **$395.00**

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2985MF2749S—123 bass accordion with 17¼" fingerboard, 41 piano keys. Body length 17" 3 sets of hand tuned Swedish blue steel reeds in the treble, 4 sets of bass reeds. 8 automatic fingerette treble registers, plus two extra master-two bass registers. Complete with shoulder straps and deluxe case. Ship. wt. approx. 28 lbs. Jet Black or White Pearl. Specify color. F.O.B. Illinois or New York.

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2934MF4085G—41 piano keys, 120 basses; fingerboard 19¾", body length 18¾", weight 34 lbs. 4 sets of treble reeds, 5 sets of bass reeds. 8 fingerette automatic treble registers plus master register at keyboard edge. 3 bass registers. Complete with shoulder straps and luxurious deluxe case. Finishes: in Jet Black, Ship. wt. approx. 41 lbs. F.O.B. Illinois or New York.

Sugg. Retail **$700.00**

2935MF6680S—Professional Electric Accordion. Same as above except with twin pick-ups, one for treble and one for the bass.

Sugg. Retail $800.00

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16-fold bellows. 8 basses. Ebony finish. Metal corner guards. Reinforced edges. Leather bass strap, bellows flange and thumb straps. 9¾"x11". Ship. wt. 9½ lbs. Key comb. G-C only.

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Sugg. Retail $20.00

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1640/3G5—Student Accordion

1646/3G4085—3 or More

Sugg. Retail **$82.50**

Red Pearl Concertina

2879MF2340—Alum. metal steel reeds 12 bellows. 20 but tons. Opens to 18". Italian made. Instruction Book. Ship. wt. 6 lbs. F.O.B. Illinois.

Sugg. Retail $48.00

2880MF1905—Mahogany Concertina. Similar in above. Opens to 18". 12 bellows. Ship. wt. 3 lbs.

Sugg. Retail $37.50

3042MF4241—Large Red Pearl Concertina. 48 buttons. 7 reeds. 18 bellows. Made in Italy. Opens to 23¾". Ship. wt. 9 lbs.

Sugg. Retail $67.50

Harmonicas by Hohner

Made in Germany

Hohner "64 Chromonica"

Professional model. 64 perfectly tuned reeds. 4 full chromatic octaves (small C to 4-line C) 7" long. Highly polished Walnut finished container.

1617G1618—"The 64 Chromonica."

1617/3G1347—3 or More

Sugg. Retail **$20.00**

Hohner Harmonica Books

Set of 5 books arranged for solo or duets. Variety of tunes. Phrases on Hohner Chromonica. Harmonicas only. Easy to follow method

1634G360—Set of 5 Music Books.

Sugg. Ret. $6.00

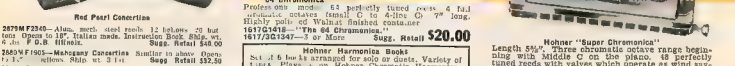
Hohner "Super Chromonica"

Length 5¾". Three chromatic octave range beginning with Middle C on the piano. 48 perfectly tuned reeds with valves which operate as wind saving device for greater volume of tone. Key of C.

1618G1023—"Super Chromonica."

1618/3G1019—3 or More.

Sugg. Retail **$15.00**



Hohner "Chromonica"

Chromatic Harmonica 4¾" long. Supplies half-tones (sharps and flats) not found in regular style instruments. 48 perfectly tuned reeds with wind saving valves for greater volume of tone. Honey convex nickel-plated covers. Key of C.

1619G710 "Chromonica."

1619 3G675—3 or More

Sugg. Retail **$10.00**

"Echo" Harmonica

Large double sided Tremolo Harmonica. 6¾" long. In two different keys with 48 double holes. 96 reeds. Finely nickel-plated covers in attractively etched design. C-G key comb.

1934G683—"Echo" Harmonica

1934/3G573 3 or more

Sugg. Retail **$8.50**

"Echo" Harmonica

Double sided Harmonica 4¾" long. In two different keys having 32 double holes and 64 perfectly tuned reeds. Finely nickel-plated covers in attractively etched design. C-G key Combination.

1621G435—"Echo" Harmonica.

1621/3G400—3 or more

Sugg. Retail **$6.00**

Chromonica II

Advanced Instrument. Provides greater range of chords enabling player to perform more varied accompaniments. When you blow or draw any 4 notes at once, the upper note (or two the melody), the others record the chord. Instrument 5¾" long. Leather drawstring pouch. Key of C only.

2966G1020—Chromonica II

2966 3G900—3 or more

Sugg. Retail **$16.00**

Direct Drive Chain Saws

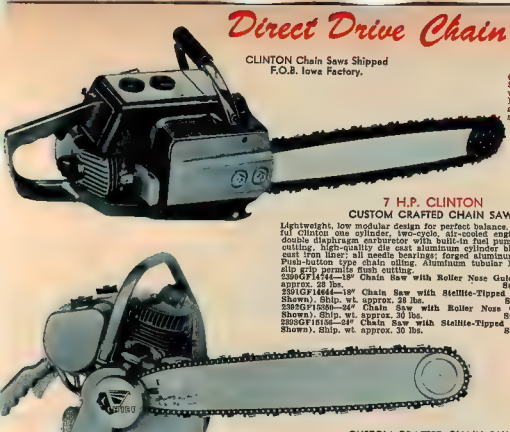
CLINTON Chain Saws Shipped F.O.B. Iowa Factory.

Clinton Chain Saws designed with optimum H.P. engines and maximum safety features.

Clinton

ENGINES

Features: Exclusive "Iron Heart" cylinder sleeve. All-over vent finning, cool operation. Dome piston, contoured cylinder block. Engines incorporate exclusive antifood, quick starting feature. Maximum severity alloy crankshaft, precision ground, heat treated. Easy pull recoil starter. Diaphragm-type carburetor and fuel pump for fast all-position cutting.



7 H.P. CLINTON CUSTOM CRAFTED CHAIN SAWS

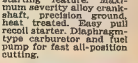
Lightweight, low modular design for perfect balance. Features: Powerful Clinton one cylinder, two-cycle, air-cooled engine; direct drive; double diaphragm carburetor with built-in fuel pump for all position cutting, high-quality die cast aluminum cylinder block with integral cast iron liner; all needle bearings; forged aluminum connecting rod. Push-button type chain oiling. Aluminum tubular handle with non-slip grip permits flush cutting.

2396GF1644—18" Chain Saw with Roller Nose Guide Bar. Ship. wt. approx. 28 lbs. Sugg. Retail $298.95

2391GF1664—18" Chain Saw with Stellite-Tipped Guide Bar. (Not Shown). Ship. wt. approx. 28 lbs. Sugg. Retail $325.50

2393GF1689—24" Chain Saw with Roller Nose Guide Bar. (Not Shown). Ship. wt. approx. 30 lbs. Sugg. Retail $375.95

2393GF1696—24" Chain Saw with Stellite-Tipped Guide Bar. (Not Shown). Ship. wt. approx. 30 lbs. Sugg. Retail $395.95



Roller Tip Guide Bar: Patented, cuts as much as 20% faster . . . reduces chain to guide bar friction . . . extends life of bar, chain and sprocket.

6 H.P. CLINTON CUSTOM CRAFTED CHAIN SAWS

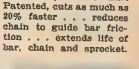
Powerful Clinton one-cylinder two-cycle, air cooled engine, easy cutting. Other features: cast iron cylinder sleeve, integral cylinder head and crankcase; all-over vent finning; exhaust port design. Maximum severity alloy crankshaft. Maximum efficiency air cleaner; double diaphragm-type carburetor with built-in fuel pump for cutting in any position. Push button type chain oiling to suit various cutting conditions.

2384GF1981—18" Chain Saw with Roller Nose Guide Bar. Ship. wt. approx. 28 lbs. Sugg. Retail $169.95

2390GF1981—18" Chain Saw with Stellite-Tipped Guide Bar. (Not Shown). Ship. wt. approx. 28 lbs. Sugg. Retail $189.95

2386GF1988—24" Chain Saw with Roller Nose Guide Bar. (Not Shown). Ship. wt. approx. 30 lbs. Sugg. Retail $198.95

2387GF1994—24" Chain Saw with Stellite-Tipped Guide Bar. (Not Shown). Ship. wt. approx. 30 lbs. Sugg. Retail $216.95



Roller sprocket and positive-action roller clutch deliver full horsepower to the chain with minimum vibration and faster cutting, less fatigue.

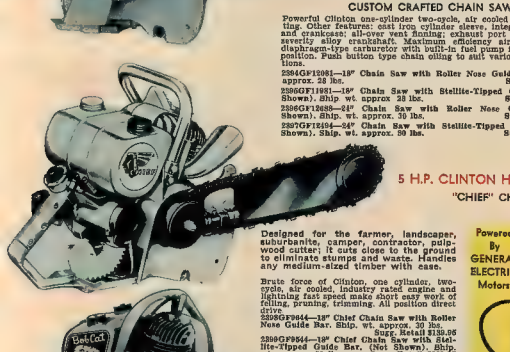
5 H.P. CLINTON HEAVY DUTY "CHIEF" CHAIN SAWS

Designed for the farmer, landscaper, suburbanite, camper, contractor, pulpwood cutter; it cuts close to the ground to eliminate stumps and waste. Handles any medium-sized timber with ease.

Brute force of Clinton, one cylinder, two-cycle, air cooled, industry rated engine and lightning fast speed make short easy work of felling, pruning, trimming. All position direct drive.

2398GF9644—18" Chief Chain Saw with Roller Nose Guide Bar. Ship. wt. approx. 30 lbs. Sugg. Retail $139.95

2399GF9544—18" Chief Chain Saw with Stellite-Tipped Guide Bar. (Not Shown). Ship. wt. approx 30 lbs. Sugg. Retail $159.95



17" CLINTON "BOBCAT 454" 4 H.P. CHAIN SAW

2400GF9594—CLINTON "BOBCAT 454" CHAIN SAW WITH ROLLER NOSE GUIDE BAR. Clinton one cylinder, two cycle, air cooled engine. 14,000 volt magneto and ignition assembly provides quick, positive starts under all weather conditions. Single diaphragm carburetor with fuel pump provides all position cutting. High quality precision die-cast aluminum cylinder block with integral cast iron liner powerhead assembly. Push button type chain oiling; exhaust gases and heat are directed away from operator. 1 ball bearing on crankshaft drive end. Two-ring tight-seal piston for lasting power. 17" roller nose guide bar. Ship wt. approx. 22 lbs. Sugg Retail $199.50

2401GF9594—19" Clinton "Bobcat 454" Chain Saw with Stellite-Tipped Guide Bar. (Not Shown.) Similar to above except with 19" stellite tipped guide bar. Ship. wt. approx. 30 lbs. Sugg. Retail $99.95

ELECTR-O ELECTRIC CHAIN SAWS

Powered By GENERAL ELECTRIC Motors

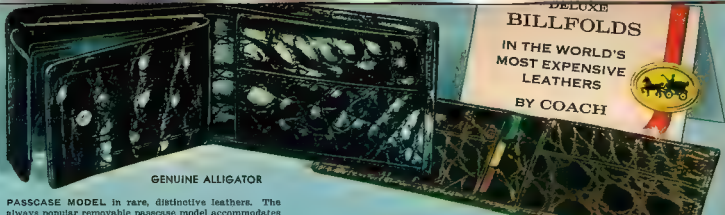
14" ELECTR-O CHAIN SAW

2931GF7925—14" Elec. Chain Saw with Oiler, 2½ H.P.—10.25 Amp 115v. AC-DC. 115 V. up to 60 cycle O.E. Motor. Cutting Speed: 2000 per min. Oregon Chain and Bar. 6 ft. Conductor Cord. U/L-C.S.A. Approved. Ship wt. 16 lbs. F.O.B. Illinois Factory. Sugg Retail $159.95

10" ELECTR-O CHAIN SAWS

2422GF5561—10" Elec. Chain Saw with Oiler. (Not Shown.) Similar to above except 10" cut. O.E. Motor develops 2 H.P.—16 Amps. Ship. wt. 14 lbs. Sugg. Retail $97.45

1395GF4982—10" Elec. Chain Saw without Oiler. (Not Shown.) Similar to above except without oiler. Ship wt. 14 lbs. Sugg. Retail $79.95



GENUINE ALLIGATOR

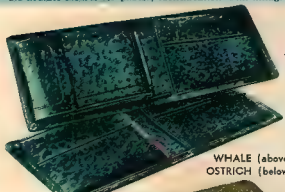
PASSCASE MODEL in rare, distinctive leathers. The always popular removable passcase model accommodates photos, credit cards as well as money. Silk interior. Double currency compartment. Pockets for cards, etc.

FLATFOLD MODEL in handsome, durable leathers. Sleek and slender for the man who wants thin styling . . . folds incredibly flat. Features color coded, removable acetate inserts for photos, identification. Silk lining.

GENUINE ALLIGATOR

An elegant, widely acclaimed leather that is expensive but durable, long wearing and will remain unscratched by constant use. So precious it is bought and sold by the square inch! Hand turned edges. Silk interior with leather tipped divider

GENUINE ALLIGATOR	Retail
4991L1750—Brown Passcase Model	$25.00
4992L1750—Black Passcase Model	25.00
4963L1750—Brown Flatfold Model	25.00
4964L1750—Black Flatfold Model	25.00

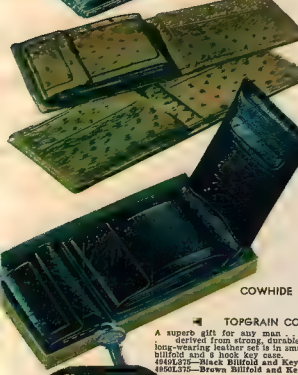


WHALE (above)
OSTRICH (below)

GENUINE WHALE (left)

One of the most unusual billfolds you can buy. In sturdy Whale leather . . . obtained from the largest of all mammals on earth. When tanned, hide is several feet in thickness and is then split for billfolds. Hand turned edges. Silk interior with leather tipped divider

	Retail
4947L900—Black Passcase Model	$20.00
4948L900—Black Flatfold Model	20.00

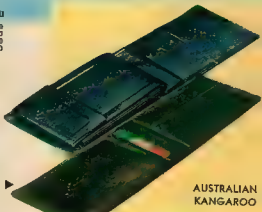


COWHIDE

IMPORTED AUSTRALIAN KANGAROO (right)

From this unique animal is produced a leather which has strength, beauty and durability. Reasonably priced yet its softness and firm handsome grain give the appearance of expensive Pinseal leather! Hand turned edges. Moire cover lining, all around stitching

	Retail
4955L450—Black Passcase Model	$10.00
4956L450—Brown Passcase Model	10.00
4957L450—Black Flatfold Model	10.00
4958L450—Brown Flatfold Model	10.00



AUSTRALIAN KANGAROO

GENUINE OSTRICH (left)

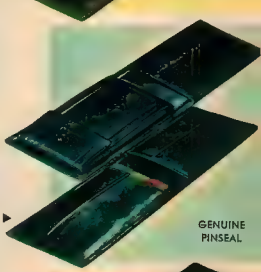
The rarest, most luxurious of all leathers from South Africa! Prized for its beautiful, distinctive quill-marked skin which is famous for its strength and durability. Hand turned edges. Silk interior with leather tipped divider

	Retail
4945L1800—Natural Passcase Model	$40.00
4946L1800—Natural Flatfold Model	40.00

GENUINE PINSEAL (right)

From the frozen Arctic, Genuine Seal is one of the scarcest of luxury leathers. Fine, smooth, mesh-like grain and glossy surface. Wears exceptionally well, does not scratch easily. Hand turned edges. Silk interior with leather tipped divider.

	Retail
4959L4600—Black Passcase Model	$25.00
4960L4600—Black Flatfold Model	25.00



GENUINE PINSEAL

APPROX. SHP. WTS
Billfolds 1 lb
Gift Set 1½ lbs

TOPGRAIN COWHIDE GIFT SET (left)

A superb gift for any man . . . in masculine-looking Topgrain Cowhide derived from strong, durable hides of full grown cattle. Handsome and long-wearing leather set is in smart, silk-lined gift box. Stitchless, passcase billfold and 8 hook key case.

4949L575—Black Billfold and Key Case Set	Sugg. Retail $8.95
4950L575—Brown Billfold and Key Case Set	Sugg. Retail 8.95

"TRI-FOLD" WALLET (left)

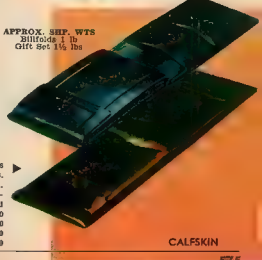
Amazing capacity 12 accordion windows for cards, photos. Open top for bills. 3 card pockets.

4692L285—Brown Morocco	$5.00
4991L300—Black Glazed Buffalo Calfskin	$5.95

CALFSKIN (right)

Popular the world over, fine Calfskin is soft, supple . . . has a lustrous gloss. So luxurious to touch, yet wears so well. Stitchless construction, double bill compartment. 2 card pockets.

	Retail
4943L355—Black Passcase Model	$7.50
4944L355—Brown Passcase Model	7.50
4261L355—Black Flatfold Model	7.50
4263L355—Brown Flatfold Model	7.50



CALFSKIN

elco

The Finest in Leather

"CAMEO" Ensemble by Elco

In Soft, Supple Luster-Mellow Cowhide Beautifully Adorned with Delicate Cameos

An unusual and stylish ensemble in luxurious Luster-Mello Cowhide . . . soft and richly textured. Elegant Cameos enhance the beauty of each piece. Blue, Red, Gold, White or Black. Specify.

4301L600—Clutch Purse. Triple frame—3 compartments for change, etc. Large zipper pocket, pass case. Specify color. Sugg. Retail $12.00

4302L450—French Purse. Triple frame, two change purse compartments. Double bill pockets, removable pass case, extra card pockets. Specify color. Sugg. Retail $9.00

4303L450—Billfold. Double bill compartment, one with zipper. Removable pass case. Large change purse with "Magic Coin Drop"—just drop coins through slot without opening billfold. Specify Color. Sugg. Retail $9.00

4304L255—Key Case. Four removable Gold plated swivel hooks. License pocket. Specify color. Sugg. Retail $4.50

4305L255—Cigarette Lighter. Gold plated. Specify color. Sugg. Retail $4.50

4306L375—Cigarette Case. Holds king or regular size. Gold plated snap-top frame. Specify color. Sugg. Retail $7.50

LADIES' ENSEMBLE IN OSTRICH-GRAINED CALFSKIN

A styling rich in eye appeal in soft supple cowhide, grained to resemble luxurious Ostrich leather. In Bone or Tan colors. Specify.

Sugg. Retail

4307L750—Clutch Purse.
Triple frame with 3 compartments for change, etc. $15.00

4308L600—Billfold.
Slim, slender style with removable "fanfold" passcase. 12.00

4309L600—French Purse. Triple frame, removable pass case. 12.00

4310L375—Cigarette Case.
Holds king size or regular size. Specify color. 7.50

4311L225—Cigarette Lighter. Specify color. 4.50

LADIES' SADDLE COWHIDE ENSEMBLE

Fashion tailored for ladies in luxury soft saddle leather. Delicate embossed design. Silk lined except leather lined double clutch. Natural Tan

Sugg. Retail

4682L600—Billfold.
Removable passcase, secret pocket $12.00

4683L675—French Purse Carryall.
Two 5" triple frame sections. 4 large pockets. 13.50

4684L750—Double Clutch.
Extra large. 4 full pockets. Two 5" triple frame sections. 15.00

4685L275—Key Case.
4 removable hooks, license pocket. 5.25

"GOLDEN ACCENT" ACCESSORIES FOR MILADY

Courtly splendor in fine hand grained English Morocco leather. Black with Gold trim or Red with Gold trim. Specify.

Sugg. Retail

4687L375—French Purse.
Double bill section, removable passcase. $11.50

4683L750—Clutch.
Large purse pocket, inside pocket. Passcase. 15.00

4686L575—Billfold.
Double bill compartment, secret pocket. Removable passcase. Large coin purse. 11.50

4689L275—Key Case.
4 removable hooks, license pocket. 5.25

Please Specify Color Choice On Your Order

The top toy names have it pretty soft with C&A plush.

RAMONA

ARROW FUR

GAY STUFFED

COLLINS & AIKMAN
51 Madison Ave., N.Y. 10010

The top toy names have it pretty soft with C&A plush.

ARK

BROADWAY

BROOKLYN DOLL

GENUINE

COLLINS & AIKMAN
51 Madison Ave., N.Y. 10010

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MY TOY

EXPERT

CALIFORNIA STUFFED

FABLE

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51 Madison Ave., N.Y. 10010

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LEADING

HUG-ABLE

SOFTSKIN

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51 Madison Ave., N.Y. 10010

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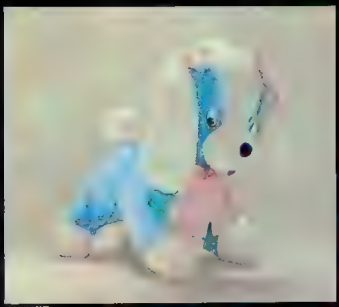
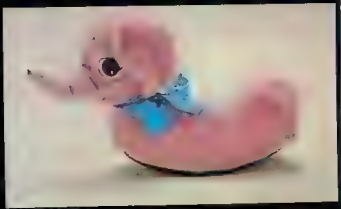


FAYNEE

GENIE

PARISI



ETONE DOLL

COLLINS & AIKMAN
51 Madison Ave., N.Y. 10010

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NEW ENGLAND

IDEAL

MARY MEYER

COLLINS & AIKMAN
51 Madison Ave., N.Y. 10010

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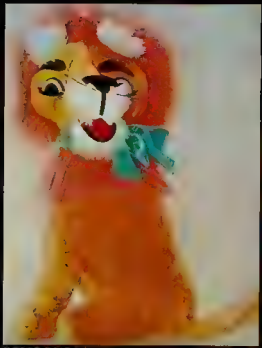
STUART

SMILE

SCHWARTZ



STATE FAIR

COLLINS & AIKMAN
51 Madison Ave., N.Y. 10010

The top toy names have it pretty soft with C&A plush.

KNICKERBOCKER

ANIMAL FAIR

MASTER

COLLINS & AIKMAN
51 Madison Ave., N.Y. 10010

Oui, Oui, Ouija

Consulting Ouija Board by Parker Brothers, Inc., are Miss Universe entrants (l-r) Christina Bartu, Miss Austria; Guorin Petursdottir, Miss Iceland; and Fee Von Zitzewitz, Miss Germany.

Two Penn Plaza

(*Continued from page 45*)

Conroy; Blazon, Inc.; Collegeville Flag & Manufacturing Co.; DeLuxe Topper Corp.; Eldon Industries, Inc.; Ideal Toy Corp.; MTD Products, Inc.; Mattel, Inc.; Murray Ohio Manufacturing Co.; Pressman Toy Corp.; Radio Steel & Manufacturing Co., and Irving Tucker.

Five other leases were being negotiated as T&N went to press. There have been no cancellations.

A spot check of AMF, Blazon, DeLuxe Topper, Mattel and Pressman showed that all firms intend to have their Two Penn Plaza offices and showrooms open in time for the 1968 Toy Fair.

"We'll be ready if the building is ready," said A. J. Frank, of Mattel.

TMA Sales Parley Set September 7

(*Continued from page 45*)

Friday's program will get under way at 9:30 a.m. with a talk by Robert L. Steiner, Kenner Products Co. on "The Distribution Function in the Toy Industry."

Following coffee break, Saul Robbins, Remco Industries, Inc., will deliver "Exploding the Marketing Myths."

Following buzz sessions, lunch and another question-and-answer period, Min Horowitz, president of the TMA, will close the seminar with a discussion of "The View From Here."

E. S. Lowe Advises Gov. Rockefeller on Lottery

NEW YORK—Governor Nelson Rockefeller recently held an informal meeting with Edwin S. Lowe, 52-year-old president of E. S. Lowe Co., here, to ask for advice on how to pick up the sales of the slumping New York state lottery, it was reported by the New York Times.

Lowe, who put home bingo games on the market in 1935, told Rockefeller that the advertising campaign being conducted to promote the lottery is unsuccessful because it stresses the wrong appeal.

The campaign emphasizes aid to education, since all lottery profits are to go to school aid.

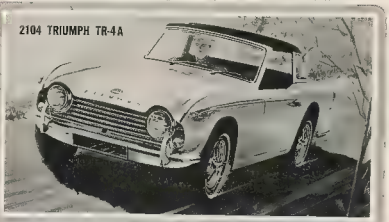
The initial sales figures in the first month of lottery operation showed only about 6.5 million tickets sold, about 21% of the 30 million the state had expected to sell.

"My main point to the Governor," Lowe told the Times, "was that the average working man or woman is not concerned with buying a lottery ticket for the purpose of helping education. Their primary concern is their hope to hit it rich and quick. That's why they buy sweepstakes tickets."

Lowe said the lottery ad campaign should therefore stress the chance to get rich quick. He also suggested more outlets for sale of tickets

NEW! from AIRFIX

SPORTS CAR ASSORTMENT #2101MGB/PACKED 36 PER CARTON



2101 VOLKSWAGEN

2102 JAGUAR XK-E

2103 MGB SPORTS

SPORTS CAR ASSORTMENT

Here is an assortment of 4 **ALL NEW** constant scale kits, in an introductory assortment that gives you maximum sales and selectivity of brand new car kits at popular prices.

Suggested Retail **70¢**

This is only part of a complete line of constant scale, quality AIRFIX kits priced from 30¢ to $4.00. Other new and profitable assortments are available in introductory release assortments, bringing you over ninety kits from which you get complete coverage. Write for complete catalog on this exciting line of constant scale plastic kits from AIRFIX.

AIRFIX by Craft Master

328 N. WESTWOOD TOLEDO, OHIO

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TOYS & NOVELTIES

Reg. U S. Pat. Off. — Vol. LXVI No 24

CONTENTS FOR DECEMBER 15, 1967

Packaging—two views 11

Building a better box

Package designer Don Rouse discusses the elements of good toy packaging. He stresses the need for functional integration between the toy and its box and analyzes the various factors that can make a package a vital selling tool on the retailer's shelf. Rouse also predicts some new directions for toy packaging.

Chaos in toy retailing

Designer Alan Berni deplores the confusion evident in many toy departments—and lays much of the blame on both manufacturers and retailers who have failed to pay enough attention to the toy package. Berni gives some concrete suggestions on how better packaging by the manufacturer, and better use of available packaging by the retailer, can improve the situation.

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NEW! from AIRFIX CONCORDE ASSORTMENT #1501C/PACKED 12 PER CARTON

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1501 HALIFAX

1502 LANCASTER

1503 B-24 LIBERATOR

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Here is an assortment of 4 **ALL NEW** constant scale kits, in an introductory assortment that gives you maximum sales and selectivity of brand new plane kits at popular prices.

This is only part of a complete line of constant scale, quality AIRFIX kits priced from 30¢ to $4.00. Other new and profitable assortments are available in introductory release assortments, bringing you over ninety kits from which you get complete coverage. Write for complete catalog on this exciting line of constant scale plastic kits from AIRFIX.

Suggested Retail $1.50

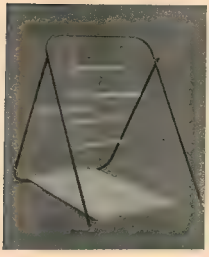
AIRFIX by Craft Master®

328 N. WESTWOOD — TOLEDO, OHIO

on parade

Doctor Dolittle doll says ten phrases at the pull of the talking ring. Doll is two feet high and attired in authentic costume. Mattel, Inc., 5150 Rosecrans Ave., Hawthorne, Calif.

Vanguard, mini-cycle has 10" wheels, a steel frame, horn, mirror, tool pouch and rack. By Biemme EPA, Bologna, Italy, it's available from Lynn International, 200 Fifth Ave., New York.



Acrobatic rope kit, including swing and ladder and safety mat are accessories for an indoor and outdoor gym. They are from Jim Gym, Inc. 950 W. Maple, Troy, Mich.

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• For creative contributions in packaging, pricing and design.
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How to be a living doll: try giving your little doll an Effanbee doll... -watch them both come alive!

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200 Fifth Ave., New York, N. Y., 10010

EFFANBEE DURABLE DOLLS

FOR 58 YEARS THE LEADER IN QUALITY DOLLS!

Outboard Motors

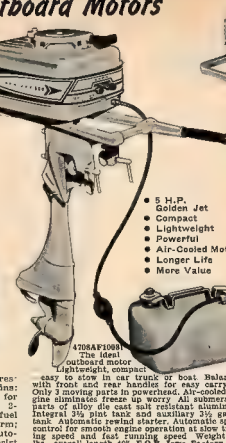
5 H.P. CLINTON

- Only 3 Major Moving Parts
- Aircraft-Type Master Control Panel
- Jeweled Engine Delivers 5 Full HP
- Easy Access to All Parts
- Exclusive Clin-Tone Muffler

J9 Air-Cooled Outboard Motor

2½ Gal. Tank

3581A9750—5 HP Air Cooled Outboard Motor. Features: snap-off handle for easy access to engine, cooling fins; handles for easy carrying; motor head swivels 360° for forward and reverse; automotive type carburetor; 2-bladed, semi-weedless propeller; 5-foot neoprene fuel hose, automatic recoil starter; folding steering arm; aircraft-type throttle and choke controls; built-in automotive-type fuel pump; needle and sleeve bearings resist friction wear; remote 2½-gallon fuel tank and die cast aluminum crankcase. Ship. wt. approx. 36 lbs.
Retail **$134.25**



- 5 H.P. Golden Jet
- Compact
- Lightweight
- Powerful
- Air-Cooled Motor
- Longer Life
- More Value

4708AF1009— The ideal outboard motor. Lightweight, compact, easy to stow in car trunk or boat. Balanced with front and rear handles for easy carrying. Only 3 moving parts in powerhead. Air-cooled engine eliminates freeze up worry. All submersible parts of alloy die cast salt resistant aluminum. Integral 3½ pint tank and auxiliary 3½ gallon tank. Automatic rewind starter. Automatic spark control for smooth engine operation at slow trolling speed and fast running speed. Weight 30 lbs., overall length 40" F.O.B. Iowa Factory.
Sugg. Retail **$143.25**

4709AF8875— Same as above without auxiliary fuel tank F.O.B. Iowa Factory. Retail $126.75

ESKA "Skipper 300" 3 H.P. Motor

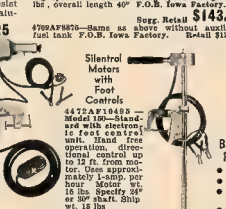
- Air Cooled—Won't Freeze Up
- Full 360° Steering
- Industry Rated at 3 H.P.
- Excels as Trolling Motor—1-2 M.P.H. Min. Speed

4388AF7620—"Skipper 300," Outboard Motor. Precision built engine will run 1½ hours on only two pints of gas. Only three moving parts in powerhead. Moisture proof high tension magneto. Carburetor: aircraft type (Non-flooding) diaphragm, variable idle jet, pre-calibrated high speed jet with gyro control. Automatic rewind starter; positive stop switch. All weather cowling engine covering. Aluminum semi-weedless propeller. Motor has front and back carrying handles. Double locking device minimizes vibration, holds motor in firm position. Fuel capacity 2 pts. Ship. wt. approx 27 lbs. F.O.B. Iowa Factory.
Sugg. Retail $108.50

Silentrol Standard and Heavy Duty Motors

4471AF3900—Model 100—Standard Silentrol. Fisherman's delight; weighs only 12 lbs. Operates with 6, 8 or 12 Volt standard storage battery; uses 4½ to 7 amps. Specify 24" or 30" shaft. Ship. wt. 14 lbs.
Retail $84.95

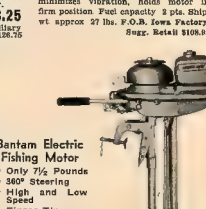
4472AF8050—Model 300—Heavy Duty Silentrol. 80% more powerful than Standard model. For fishermen who require more power. Operates on 8 or 12 volts, using 7 to 15 amps. Motor wt. 13½ lbs. Specify 24" or 30" shaft. Ship. wt. 16 lbs.
Retail $94.95



Silentrol Motors with Foot Controls

4472AF10495—Model 100—Standard with electronic foot control unit. Hand free operation, directional control up to 12 ft. from motor. Uses approximately 1-amp. per hour. Motor wt. 16 lbs. Specify 24" or 30" shaft. Ship wt. 18 lbs.
Retail $149.95

4474AF11195—Model 250—Heavy Duty Silentrol with Electronic Foot Control. Change directions by pushing button with your foot, up to 12 ft. from motor. Motor wt 19 lbs. Specify 24" or 30" shaft. Ship wt 18 lbs. Retail $159.95



Bantam Electric Fishing Motor

- Only 7½ Pounds
- 360° Steering
- High and Low Speed
- Finger-Tip Control
- Uses 6 or 12 Volt Battery

ONLY 17 LBS.

NEPTUNE "MIGHTY MITE"

1.7 H.P.

- Good Insurance Motor
- Ideal Fishing and Trolling Motor
- For Use by Women and Children
- For Economy-Minded Buyers

3684A6713—1.7 H.P. Single Cylinder motor with a 1 Quart capacity. Aluminum semi-weedless propeller, underwater muffler exhaust. Dependable, simple to operate, easy to start, moisture proof magneto, centrifugal pump, siphon cooling. Weighs only 17 lbs.
Sugg. Retail **$89.50**

Byrd Silentrol Electric Fishing Motors

These Silentrol motors are the ultimate in lightweight motor design. The largest motor weight only 18 lbs. Quiet running, easy handling, makes fishing more of a pleasure than ever. Trouble free operation. All aluminum construction. 8' battery cables. Low amperage draw. 3 speed switch. Foot control models free hands for fishing, also give directional control up to 12' from motor. Available in 24" or 30" shaft. Specify. All motors and accessories shipped F.O.B. Tennessee Factory.

BATTERY CHARGERS

For marine, auto and other batteries which require an efficient charger. Battery chargers are quality constructed to give dependable performance. Shipped F.O.B. Tennessee Factory.

4475AF970—3 Amp. 12 Volt Only Battery Charger. Ship. wt. approx. 6 lbs. Retail $12.95

4521AF1495—4 Amp. 6 or 12 Volt Battery Charger. Ship. wt. approx. 8 lbs. Retail $18.95

Side Mount Bracket

4476AF420—The handy side mount makes for easy installation of motor on either side of boat. Holds motor firm. Approx. Ship. wt 7 lbs F.O.B. Tenn. Factory. Retail $5.95

THE LAZY KART

4477AF1400—Carries Motor and battery (Not Included). Enamel finish tubing construction. Folds to fit in auto trunk or boat. Sits upright for storage. Ship. wt approx 10 lbs F.O.B. Tenn. Factory. Retail $19.25

4470A3067—The Bantam weighs only 7½ lbs., yet it is powerful enough to push a 14' boat up to five miles an hour. 12-volt car battery is recommended for power source, however, motor will run on 6-volt at half power. A 12-volt battery will operate motor for a full 24 hours. Handle, shaft and motor housing finished in gleaming hard chrome-plate. Switch housing, clamp bracket and propeller are cast aluminum. Adjustable tilt bracket allows mounting on any boat transom. 60" double wire, battery cable complete with battery clip. Specially designed, 3-speed lifetime lubricated power unit is enclosed in a sealed lower unit. Draws 8 amps on low speed, 15 amps on high. Ship. wt. 9 lbs.
Retail $49.95

Allow Ample Time for Factory Shipped Merchandise

Fine Galco Gallet Timers

Gallet Decimal Timer

- NIVAROX HAIR SPRINGS AND GLACIDUR METAL BALANCES TO MINIMIZE CONTRACTION AND EXPANSION
- ANTI-MAGNETIC

INDUSTRY SPORTS TELEVISION AVIATION RADIO

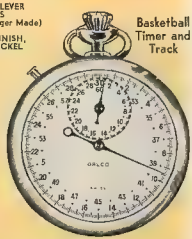
8702W2210—Gallet Decimal Timer This 7J dependable instrument divides the minute into 100 parts. Side dial for time out. Small hand registers revolutions of long hand. Fly back from crown **Suggested Retail $42.00**

Gallet Plain Timer

- 7-JEWELED LEVER MOVEMENTS (None Stronger Made)
- CHROME FINISH, HINGED NICKEL CASES

8701W2080—7J Gallet Plain Timer. For industrial use and general sports. Long hand registers fifths of seconds and small hand minutes up to 30. Start, stop and fly back from crown, lever movement, nickel case. **Suggested Retail $38.40**

8725W1170—As above with Security 1J move ment **Suggested Retail $21.60**



Basketball Timer and Track

Galco 1/10 Second Timer

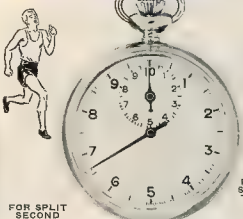
8715W2070—7J Galco Basketball 1/10 Second Timer with Time-Out. Start and stop from crown, side plunger restores hands to zero. 7 Jewels. Features 30-minute register. **Suggested Retail $38.20**

Sprints: Track and Swimming

8740W2530 7J Gallet 10 second timer Sweep hand makes one revolution in 10 seconds. 30 minute register Large 2½" dials. **Retail $46.60**

Gallet 7 Jewel Split Timer

8748W4900 Same as above but with split second hand. For timing 2 related events. **Retail $90.50**

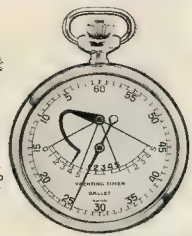


FOR SPLIT SECOND ACCURACY

Galco 10 Second Timer

8751W2246—7J Galco 10 second timer. Ideal for swimming and track sprints Sweep hand makes one revolution in 10 seconds and registers up to 30 minutes. Unbreakable mainspring **Retail $41.40**

FOR EVERY SPORTS AND TECHNICAL USE



Yachting Timer

8742W2500—7J Gallet timer with three 5 minute segments Excellent for timing race starts, 15 minute register. **Retail $46.20**

8750W3250—Same as above but also water resistant. **Retail $60.00**

Speed Car Laps & Starts

8743W2600—Gallet 7J 1/100 second timer. 2 minute register Sweep hand makes one revolution in 2 seconds. Divisions to 1/100th second. Very accurate. **Retail $48.00**

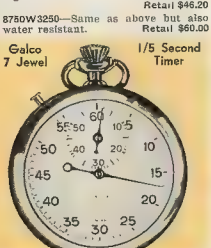
8744W5915—Two of the above watches in twin plastic dashboard mount. **Retail $109.20**

Sportscar Timer In Dashboard Mount

8730W2675 Popular new sports car 7J Galco Timer in hard Black plastic case Can be attached to dashboard. Features 12 hour ½ second register with time out. Shock resistant case. **Retail $46.20**

8747W2405—Same as above but without plastic dashboard mount. **Retail $44.40**

Galco 7 Jewel 1/5 Second Timer



Galco Football Timer

8724W1995—7J Galco Football ½ Second Timer with Time-Out. 60-minute register. Start and stop from crown, side plunger restores hands to zero. **Suggested Retail $36.90**

8734W1900—Same as above but no time out. **Retail $35.00**

Retail Prices Vary in Different Areas

Goldberger Accessory Concept Brings Award, Record Sales

Two items in Goldberger Doll's new "Dolls-Plus" series are Susan and Her Stroller, and Bubble Bath Baby.

The new series attempts to combine play value with a fun look, said Mel Rosenblum, vice president, marketing.

NEW YORK—Goldberger Doll Co., here, manufacturer of EeGee products, has announced record sales on its new series "Dolls-Plus." The series is a new concept in selling dolls and accessories, with emphasis on easily recognizable play value in a contemporary style.

"In the past most doll manufacturers, in trying to get the greatest value for the dollar, have made the doll the primary emphasis," says Seymour Goldberger," a company official. "At Goldberger we feel that all ingredients are of equal importance. First we select a top doll. Second, we create the 'plus' accessory. . . . producing a top doll plus a top accessory."

The company, which has just observed its 50th anniversary, recently received the 1967 Silver Prize Packaging Award by Variety Department Store Merchandiser. Commenting on the award Goldberger said, "We feel it has been important to create a package which equally features the doll and the 'plus' accessory."

The packaging designed for the three dolls and accessories: Carrie and her 3 in 1 infant seat, Susan and her Stroller and Baby Bubble Bath, all display the doll in her accessory thereby showing the function of the accessory as well as the doll.

Air France is Carrier For Paris Toy Exhibit

NEW YORK—Air France has been designated official carrier to the International Toy Exhibition in Paris for next year's show, it was announced here recently.

A special tour program, which may include the Nuremberg fair as well, is being planned by the airline.

Information on all the European toy shows is available on request from Air France, Overseas Trade Show Department, 1350 Avenue of the Americas, New York, N.Y. 10019.

Utz New Exec VP Of Huffman Mfg.

DAYTON, OHIO—Robert E. Utz has been named executive vice president of The Huffman Mfg. Co., here, and has been elected to the board of directors, it has been announced by Frederick C. Smith, president.

Utz

Utz has been vice president, marketing for Huffman since 1961. He has been with the firm for over 20 years.

Smith also announced the appointments of Robert C. Leff, vice president, as general manager of the firm's service equipment division, and Robert C. Barrows, vice president, engineering.

Also appointed to new positions: Donald C. Rich, vice president, controller, and Alan B. Sipe, who has been named assistant treasurer.

Remco, Cape May Street, Harrison, N.J.

LIFE SOFT, REAL FLOPPY AND WASHABLE TOO
EEGEE
Softina*™
FEELS GOOD LIKE A BABY DOLL SHOULD™
MADE OF Satnfoam
MIRACLE FOAM VINYL!
PROMOTE A PROVEN RE-ORDER SUCCESS
*PATENTED
GOLDBERGER DOLL MFG. CO., INC.
1107 BROADWAY, NEW YORK, N.Y. 10010

Rambler ENSEMBLE In Top Grain Leather

MEN'S LIGHTWEIGHT TOP GRAIN LEATHER ENSEMBLE

Expertly crafted from the finest top grain, hand boarded Tropical Leather . . . resists scuffs, dirt, etc.—easily cleaned with mild soap and water! Extra light for air travel. Guaranteed by manufacturer for five years against any defects in workmanship or materials. Solid brass hardware, heavy duty zippers.

"Rambler" Travel Cases

Ruggedly constructed on a basswood frame with soft sides. Masculine colors: Olive, Russet Tan or Black. Specify.

(A) 4261L2660—"Lite Flite" Carry-on One Suiter. Holds complete wardrobe. Fits under any airline seat. Zippered compartment on each side, one with hanger fixture. 22" x 12" x 9". Ship wt. 7 Lbs. Sugg. Retail $39.95

(B) 4470L3500—Rambler Two Suiter. Zipper opening on both sides, with flexible partition and hanger fixture. 24"x21"x7½". Ship. wt. 10 lbs. Sugg. Retail $52.50

(C) 4383L5850—Rambler Three Suiter. (Same as Two Suiter.) 26"x21"x7½". Ship. wt. 10 lbs. Sugg. Retail $57.95

"Rambler" Sports Bags

Smartly styled, lightweight bags for sports and many other uses. Compact and light in handsome, long-wearing top grain leather!

(D) 4364L1610—Sports Bag, 18". Waterproof outside shoe pocket. Olive or Russet Tan. Specify. Ship. wt. 5 lbs. Sugg. Retail $24.25

4365L1890—Sports Bag, 20". (not shown) Same style as 4364L. Olive or Russet Tan. Specify. Ship wt. 6 lbs. Sugg. Retail $26.25

(E) 4367L1990—Luxury Sports Bag, 18". Exclusive expansion gusset for extra roominess. Fully lined in broadcloth. Russet Tan or Black. Specify. Ship. wt. 7 lbs. Sugg. Retail $29.50

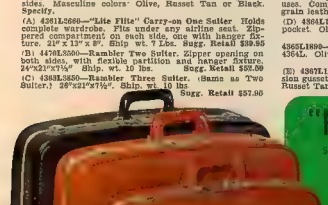
"THE ARISTOCRAT" Deluxe Club Bag in Top Grain Cowhide

3806L2500—Club Bag. Long a man's favorite! Spring style frame stays open for easy packing. Water resistant side zipper pocket for small items. Inside pocket. Masculine double straps and handles. Heavy duty zipper closure. Smooth, supple Sunian top grain cowhide. 20" size. Ship. wt. 8 lbs. Sugg. Retail $35.95

"PRESTIGE"

SOFT SIDE LEATHER LUGGAGE FOR LADIES AND MEN

- ☆ SUPER-LIGHT . . . For Air travel
- ☆ HAND-BOARDED TOP GRAIN LEATHER . . . The ultimate in elegant leathers!
- ☆ ALUMINUM FRAMES . . . Sturdy construction . . . rust-resistant . . . lightweight

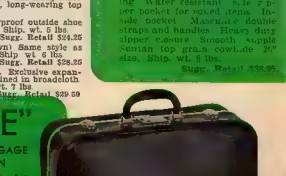


Three Suiter

Two Suiter

Companion

"SESAMEE" LOCKS . . . Keyless—just set your own thief-proof combination



"CARRY-ON" I-SUITER

Fits Under Airline Seat

4631L3850—"Carry-On" One Suiter. So perfect for air travel! Holds complete wardrobe, yet fits under any airline seat. In rich Top Grain Cowhide that matches cases at left. "Sesamee" combination lock. Hanger arrangement included. Tropical Tan or Jet Black. Specify. 21" x 13" x 9". Ship. wt. 8 lbs. Sugg. Retail $57.75

"PRESTIGE" LUGGAGE IN THE LIGHTEST WEIGHT TOP GRAIN LEATHER

Beautiful cases for men and women who want the finest in casual luggage. Handsome Hand-Boarded Leather . . . the finest and softest of top grain cowhide leathers! Expertly tanned to resist scuffs, inclement weather, dirt and mildew. Soft sides are Pellon-backed for extra strength. All cases except tote bag have "Sesamee" combination locks—no keys to lose or misplace. Reinforced steel core handles, attractive moire linings.

Men's Cases in Tan or Black Colors (above)

Two suiter and three suiter cases complete with hanger fixtures and double dividers, one with large zipper pocket. Companion has single divider. Double handles on suiter cases. Tan or Black. Specify color.

	Ship. Wt. (lbs.)	Sugg. Retail
4628L4620—Two Suiter, 24"	16	$69.95
4629L5040—Three Suiter, 26"	12	75.75
4630L3360—Companion, 21"	8	59.40

Ladies' Cases in Tan or White (right)

Fashionable interiors with three side pockets in weekend and pullmans. All cases have "Sesamee" locks except tote bag which has top zipper opening and small key lock. Tropical Tan or Bone White colors. Specify.

	Ship. Wt. (lbs.)	Sugg. Retail
4633L3360—Weekender, 21". For short trips	7	$29.50
4633L4620—Pullman, 26". For long trips	9	69.25
4634L5040—Pullman, 29". Jumbo capacity	10	81.95
4633L3080—Train Case, 14". With mirror	6½	46.25
4632L2240—Tote Bag, 18" Outside zipper pocket. (Zipper closing)	3	32.50

Tote Bag

Train

Weekend

Pullman

Leather Luggage for Men

LIGHTWEIGHT ALUMINUM FRAME

SELECTED TOP GRAIN COWHIDE

Soft, supple leather from the finest range hides. So durable that it will retain its beauty through years of travel!

Saxony Ensemble

2-SUITER 1-SUITER COMPANION OVERNITE

Top Grain Leather . . . still the Aristocrat in distinctive luggage for men! Elegant in appearance, yet sturdy for long, faithful service. Lightweight aluminum frames, heavily reinforced diagonal sides. Masculine, "easy-grip" post handles that are reinforced for extra strength. Handsome linings with large shirt fold and double partition. Aluminum hangers in suiter cases. Rich Ginger color

Sugg. Retail

3025L4879—Two Suiter Case. 24"x18"x7½". Ship wt 13½ lbs $68.95
3058L3999—One Suiter Case. 22"x18"x5¾" Ship. wt. 13 lbs..... 59.95
3059L3439—Companion Case. 21"x14"x7". Ship. wt. 11 lbs 51.50
3060L5159—Overnight Case. 18"x13½"x5¼" Ship wt. 10 lbs 47.25

Hamilton Ensemble

SMOOTH SPLIT COWHIDE LUGGAGE FOR MEN

SOFT SIDE . . . LIGHTWEIGHT ALUMINUM FRAMES . . . POPULAR PRICED

Leather luggage for men in popular priced, deep buff aniline dyed, smooth split cowhide. Has the look of expensive leather cases! Soft sides are sturdily reinforced and handsome saddle stitching imparts a real "custom" styling to this luggage. Lightweight aluminum frames, post handles. Solid brass locks. Suntan color.

3209L3205 — 18" Overnite Case. Extremely useful for short trips or as a sample case. May also be used as an over-size brief bag. Without fixtures or hangers. 18"x11½"x5½". Ship wt 10 lbs. Sugg. Retail $32.95

3210L2810—21" Companion Case. The ideal match-mate for the one suiter or two suiter cases. No fixtures or hangers. Perfect for a weekend trip. Size: 21"x14"x7". Ship. wt. 11 lbs. Sugg. Retail $34.75

3211L3239—One Suiter Case. Slender, yet roomy case has wardrobe compartment enabling wrinkle-proof packing on aluminum hanger. Size 22"x18"x 5¾". Ship. wt. 13 lbs. Sugg. Retail $37.95

3212L6750—Two Suiter Case. Wardrobe compartment fixture provides wrinkle-proof packing on aluminum hangers for two suits. Size 24"x18"x7½". Ship wt. 13½ lbs. Sugg. Retail $40.95

Retail Prices Are Suggested Only and May Vary in Different Trading Areas

hedlund skis

FOB Illinois

(A) GOLDEN ARROW Skis W/#4500 Bindings (B) ROYAL CRESTMARK Skis W/#4500 Bindings (C) SPORT COMBI Skis W/#4600 Bindings (D) CHAMPION and JR CHAMPION Skis

Toboggans: Quality U S made, 17" wide with three extra heavy runners and heavy rope grips, chain supported Varnished top surface. **Toboggan Cushions:** Heavy duty waterproof plastic fabric . . . soft resilient filling held in by ventilated system. Shipped F.O.B Illinois

HOW TO ORDER SKIS AND SKI POLES

Skis. Stand erect. Raise your arms overhead Don't stretch. Measure the distance from the floor to the base of your thumb Order the ski length which is closest to your measurement.

Ski Poles U.S made Stand erect. Let arms relax at sides of body. Order pole approx. 3 inches longer than distance from your elbow to floor.

(A) GOLDEN ARROW Skis W/#4500 Bindings

4461AF6162—Golden Arrow Skis W/#4500 Bindings. Beautiful ebony black plastic top has routed edges with golden fine edge trim . . . constructed of special selected hardwoods . Polyethylene running surfaces . . . interlocking offset steel edges . . . wrap-around tip and rubber cushioned heel protectors Quality and skill make this as fine a wood ski as ever built. Available in 5'9", 6', 6'3", 6'6", 6'9" or 7' lengths. Specify length. Approx. ship. wt. 15 lbs. Sugg. Retail $103.00

(B) ROYAL CRESTMARK Skis W/#4500 Bindings

4462AF6223—Royal Crestmark Skis W/#4500 Bindings. A great new color—metallic magenta finish with silver crests and trim. Wrap-around tip constructed of special selected hardwoods . . . plastic top . . . Polyethylene running surfaces . . . rubber heel protector . . . bevel offset edges. Available in 5'9", 6', 6'3", 6'6", 6'9" or 7' lengths. Specify length. Approx. ship. wt. 15 lbs. Sugg. Retail $99.00

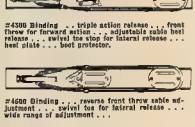
(C) SPORT COMBI Skis W/#4600 Bindings

4463AF4963—Sport Combi Skis W/#4600 Bindings. Exceptional quality and beauty . . . black plastic top with silver trim . . . a more sensitive, softer ski which gives outstanding performance . . . it features special hardwood laminations . . . Polyethylene running surfaces . . . wrap-around tip . . . rubber cushioned heel protector . . . bevel offset edges Available in 5'9", 6', 6'3", 6'6" or 6'9" lengths. Specify length. Approx. ship. wt. 15 lbs. Sugg. Retail $83.50

(D) CHAMPION and JR CHAMPION Skis

4464AF4728—Champion Skis W/#4600 Bindings. Distinctive royal blue with crisp white trim. Select hardwood construction. Polyethylene base . . . wrap-around tip . . . metal heel protectors . . . bevel offset edges. Available in 5'9", 6', 6'3", 6'6", or 6'9" lengths. Specify length. Approx. ship. wt. 15 lbs. Sugg. Retail $70.50

4465AF4283—Junior Champion Skis W/#4600 Bindings. Identical to Champion except for size and bindings. For juniors. Available in 4'6", 5' or 5'6" lengths. Specify length. Approx. ship. wt. 15 lbs. Sugg. Retail $72.00



#4300 Binding . . . triple action release . . . front throw for forward action . . . adjustable cable heel release . . . swivel toe stop for lateral release . . . heel plate . . . boot protector.

#4600 Binding . . . reverses front throw cable adjustment . . . swivel toe for lateral release . . . wide range of adjustment . . .

#4700 Binding . . . all-around binding for juniors and novices . . . metal toe stop . . . adjustable cables.

ADULT ALUM. Ski Poles

4700AF417—Adult Aluminum Ski Poles. Sturdy, lightweight pole. Available in 46", 51", 53" or 56" lengths. Specify length. Approx. ship. wt. 2 lbs. Sugg. Retail $5.95

YOUTH ALUM. Ski Poles

4686AF228—Youth Aluminum Ski Poles Light, durable pole. Available in 38", 42", 45" or 48" lengths. Specify length. Approx. ship. wt. 3 lbs. Sugg. Retail $3.95

4 BUCKLE ADJUSTABLE SKI BOOT

4100AF2325—Provides tightest possible fit, making a double boot unnecessary. Shaft and tongue heavily padded French crafted, top grain waterproof leather. Steel shank in sole Buckle permits several width adjustments. (A through D) Full and Half Sizes 4 through 13½. Specify. Ship. wt approx 6 lbs. F.O.B. Wisconsin.

Sugg. Retail $32.00

DOUBLE SKI BOOT

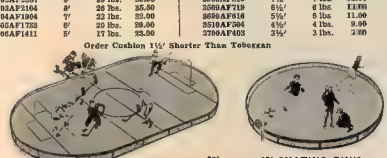
4707AF2490—Full double boot; top grain leather; soft lining; ankle padding; speed lacing inside; hinged back heel protector. Welt leather sole Finished in attractive Black with Burgundy trim Full and half sizes 6 through 13, medium width only. Specify Size. Approx ship. wt 10 lbs. F.O.B. Wisconsin.

Sugg. Retail $34.50

Hedlund Toboggans and Cushions

Cat. No.	Tbgn. Lgth.	Wt.	Retail	Cat. No.	Cush. Lgth.	Wt.	Retail
4701AF2563	10'	32 lbs.	$42.50	3698AF931	8½'	3 lbs.	$17.00
4702AF2357	9'	29 lbs.	38.95	3695AF819	7½'	7 lbs.	15.00
4703AF2164	8'	26 lbs.	35.50	3696AF719	6½'	6 lbs.	13.00
4704AF1964	7'	23 lbs.	32.00	3694AF616	5½'	5 lbs.	11.00
4705AF1773	6'	20 lbs.	28.00	3510AF564	4½'	4 lbs.	9.00
4706AF1411	5'	17 lbs.	23.00	3700AF403	3½'	3 lbs.	7.00

Order Cushion 1½' Shorter Than Toboggan



30' BACKYARD HOCKEY RINK

8623TF8438—Features all-steel, rust-proof, lock-frame construction, heavy duty vinyl liner with silk screened hockey game lines Rink comes with 2 net hockey goals for realistic action Ship. wt. 140 lbs F.O.B. New York Factory.

Sugg. Retail $152.00

15' SKATING RINK

8623TF4175—Lock-frame construction, heavy duty vinyl liner, extra thick inside poly bumper barrier. Ship. wt 160 lbs F.O.B. New York Factory.

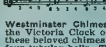
Sugg. Retail $70.00

Herschede & Revere Floor Clocks

HERSCHEDE

Herschede Floor Clocks are available in a variety of designs. All movements are eight-day, key-wound and weight driven.

Full Westminster Chimes



Lord, through this hour
Be thou our guide
So, by thy power
No foot shall slide.

Westminster Chimes. Traditionally rung from the Victoria Clock of the House of Parliament, these beloved chimes are correctly reproduced on four tubular bells. The original melodic inspiration is to be found in the fifth bar of Handel's magnificent symphony "I Know That My Redeemer Liveth."

REVERE

All Revere Clocks feature the unerring accuracy of electric movements along with the beautiful Westminster Chimes.

Full-Color Brochures Upon Request

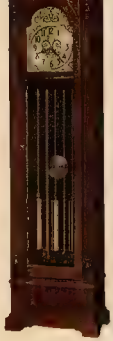
Herschede "WHITTIER"
8-Day Key Wind

"LONGWOOD"
8-Day Chain Wind

1174NF84000 — Honduras mahogany case with beaded columns and overlay trim. Glass sides. Dependable 8-day key-wound weight driven movement. Westminster, Canterbury and Whittington chimes. 8 Tubular bells. Size: 80" high, 20½" wide, 12" deep. Weight 245 lbs. Brown Mahogany Finish only. F.O.B. Mississippi Factory.
Retail $1400.00

1175NF85500 — Herschede "Whittier." Westminster chimes. 5 tubular bells. 8-day key-wound weight driven movement. Weight 205 lbs. Brown Mahogany only. F.O.B. Miss. Factory. Retail $1110.00

2400NF32000 — Herschede "Longwood." Same as above except Westminster chime on chimetone rods. 8-day chain wound weight driven movement, wood panel sides. Available in Mahogany, Walnut, Salem-Maple or Fruitwood. Specify Finish. Wt. 92 lbs F.O.B. Miss. Factory.
Retail $550.00



Herschede
"MELROSE"
8-Day Chain Wind

2353NF27000 — Gold color brass dial with spun silver numeral circle. Black numerals and hands. Gold-color filigree corner decorations, and top arch ornament. Center scroll design Brass pendulum and weight shells. 8-day, chain wound, weight driven movement. Melodious quarter-hour Westminster Chimes on Symphony Chimetone rods Stately and beautifully proportioned wood case with beaded columns and solid sides 74¼" high, 18¾" wide, 11" deep. Available in Mahogany, Fruitwood or Walnut. Specify Finish. Shipping weight 84 lbs. F.O.B. Miss. Factory.
Retail $450.00

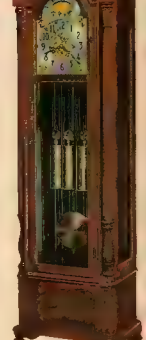
Herschede
"WEATHERLY"
8-Day Chain Wind

2401NF22800—Delightfully warm and charming clock, will add decorum to any room or hall. Colonial design of beautiful proportions with columns and bottom overlay. Finished in Mahogany, Salem-Maple or Fruitwood. Gold color brass dial with scroll decorations and "Tempus Fugit" ornament. Spun Silver numeral circle with contrasting black numerals and hands. Brass pendulum and weight shells. 8-day, chain wound, weight driven movement. Four quarter-hour Westminster chimes and hour strike on Chimetone rods. Dim: 72" high, 15⅛" wide, 9½" deep. Shpg Wt. 56 lbs. F.O.B. Miss. Factory. Specify Finish. Retail $380.00

Herschede
"NEWTON"
8-Day Chain Wind

2360NF18600—Delicate Gold colored dial with spun silver numeral circle. Black numerals and hands. Dial decorated with scroll design. Brass pendulum and weight shells. Available in Maple, Cherry or Mahogany finished case. 8-Day, chain wound, weight driven movement. Four quarter-hour Westminster chimes and hour strike on Symphony Chimetone rods. Size: 71½" high, 15⅝" wide, 10⅛" deep. Ship. wt. 67 lbs. F.O.B. Miss. Factory. Specify Finish.
Retail $310.00

★ NOTICE—All prices quoted herein are either the Manufacturer's or Bennett's suggested retail prices. They are not the prices at which Bennett Brothers sell—see Trade Information.



Herschede
"HAVERFORD"
8-Day Key Wind
9-Tubular Bells
5-Tubular Bells

Genuine Honduras mahogany case with crotch mahogany overlays and hand carved ornamentation. 88½" high, 28⅝" wide, 16½" deep. Brown mahogany finish. The nine tubular bells offer a choice of the three most loved chime melodies—Westminster, Canterbury or Whittington. The five tubular bell models play only one melody, the famous Westminster Chimes. Brown mahogany finish. F.O.B. Miss. Factory.

2266NF114000 — Herschede-"Haverford." Westminster, Canterbury, and Whittington chimes on 9 tubular bells 8-day movement Ship wt. 425 lbs.
Retail $1900.00

2267NF96600 — Herschede "Haverford." Westminster Chimes on 5 tubular bells. 8-day movement. Ship. wt 392 lbs. Retail $1610.00

Whitman Introduces 9 New Peepul Pals Units at 1967 Toy Show

Nine new play units called Peepul Pals are being shown at Toy Fair for 1967 by the Whitman Publishing Company, Racine, Wisc., according to James B. Lyle, president.

The storybook title heading each unit is Little Red Riding Hood, Goldilocks, Cinderella, Nina Nurse, Sally Stewardess, Brenda Bride, Betty Ballerina, Rock-A-Bye Baby and Mother Goose.

Each of the units has a secret friend tie-in finger puppet that comes along with it. Secret friends are Walter Von Wolf for Little Red Riding Hood; Baby Bear for Goldilocks; Prince Charming for Cinderella; Granny for Rock-A-Bye Baby; Gabby Gander for Mother Goose; Doctor Dan for Nina Nurse; Peter Pilot for Sally Stewardess; Gary Groom for Brenda Bride and Mr. Twinkletoes for Betty Ballerina.

A Peepul Pals play unit consists of a styrene plastic doll house, 8½" high by 7" wide, which contains other items, such as a bendable, cloth-covered doll 6" tall; a 24-page, hard cover storybook, 5½" by 4½"; a trunk containing the secret friend finger puppet, a playstand, and a plastic purse or bag, measuring 1⅜" by 1". In the Rock-A-Bye Baby model, the doll will have a baby crib, rather than a purse or bag.

Each Peepul Pals doll house includes a carrying handle designed to fit flush with the roof line in a lowered position, and a four-sided board weight insert depicting inside and outside of the house on respective sides. A different house design is included with each model. The doll can be snapped into place in the house for carrying.

Peepul Pals is being marketed through Western's recently-formed Consumer Products Division.

Horsman Offers Variety of Baby Dolls for 1967 Toy Fair Buyers

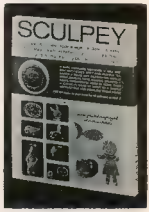
Fourteen assortments of baby dolls in 10 different sizes are currently being offered for 1967 by Horsman Dolls, Inc., Columbia, S.C

In drink and wet, they range from a 9" Teensie Baby to a 26" Thirstee Walker. Soft-bodied styles range from a 14" Snuggle Softee to a 25" Sleepy. My Baby, a 20" doll is a new soft-bodied item. New toddler dolls include a series of 11" dolls called Mods

Horsman is also showing packaged sets with a suggested retail of $5-$6 that include baby dolls with complete layettes and toddler dolls with wardrobes and grooming accessories.

Sculpey Modeling Compound Introduced by Archibald Sales

Sculpey, a modeling and sculpting compound which has the feel of clay and which is said to remain pliable until it is baked under low temperatures in an oven,



is currently available from the Archibald Sales Division of the Union Wadding Company, Pawtucket, R. I.

The compound is nontoxic and will harden permanently after being baked in an oven. The Sculpey set, (#101), which has a suggested retail of $3, comprises three strips of the compound in white, terra cotta and blue, four modeling tools, an instruction book and illustrated instruction cards.

Sculpey is made by Polyform Products, Inc., 9420 Byron Street, Schiller Park, Ill.

Mascon Shows Wall Telephone; 6 New Scoot 'Em Pull Toy Items

A Push Button Wall Telephone (#464), and six new Scoot 'Em pull toy items are among the new toys being shown at Toy

Fair by the Mascon Toy Corporation, according to Fred Donnell, vice-president

The wall telephone is made of Rigatal plastic and has suction cups on the back of its case to allow it to be mounted on a smooth surface. As an individual push button is pressed down, a bell rings and the button returns to its original position.

The Scoot 'Em items include a Donut Stacker, Chicken Truck, Little People Truck, Airplane, Farm Tractor and Tugboat

ADDED NEW UCIDE TRANSPORTATION ITEMS

In addition to our Motorcycle Sidecar — Airplane — Helicopter — Staff Car.

SO NEW! SO GOOD!

We're keeping them under wraps until TOY FAIR!

* The trademark is used under license from Hassenfeld Bros., Inc.

NEW SUPER-PEDAL RIDING TOYS

HOSS CARTWRIGHT* Mini-Bikes T.M. — Locomotive — Dragster — HONDA — Tractor — Motorcycle

*© National Broadcasting Co., Inc.

NEW SIT DOWN, RIDE & PULL TOYS

Lawnmower — Sports Wagons with Storage Areas — Stake Truck with Storage Area — Jr. HONDAS — Tigers

NEW JUVENILE FURNITURE & GIRL TOYS

Hutch — Vanities — Buffets — Tables — Storage Chests

NEW HALLOWEEN TOYS

Pumpkins — Skeletons — Devils

NEW WHEEL TOYS & ACTION TOYS

Styled after the Volkswagen, Camaro Sports Car, Sting-Ray Sports Car, Chaparral Sports Car — Fire Engine — Hook and Ladder Truck

See them all plus a complete line of fast-selling staples at

TOY FAIR

in

Room 1156
200 Fifth Ave.
New York

IRWIN CORP.

FACTORIES IN:
- Nashua, N.H.
- Leominster, Mass
- Fitchburg, Mass.

AMF INTRODUCES

THE HOT NEW MOVERS FOR '67

NEW! WEE SCOOTER

Four non-scuff wheels let youngsters 1 to 3 enjoy it indoors or out without fear of tipping over. Has gleaming chrome handle with colorful red grips and streamers, safety designed steel construction, blue white-walled wheels.

FAMOUS WEE WHEELER

One of the most appealing vehicles ever produced—as sales records all over the country show. Designed for safe, long-lasting pleasure: sturdy steel frame, large, comfortable seat, four wheels for extra stability, positive-control chrome handle bar.

NEW 12" FIRE CHIEF VELOCIPEDE

New twist to an old standard. Sure to move fire-engine fast. Has motorcycle style windshield, plated bell, adjustable red steel saddle with white trim, two 3-rung ladders, red and white striped tires, red finish with white trim, chrome handle bars.

THE ONE AND ONLY MUSTANG! RESTYLED TO HIT NEW RECORDS!

Mustang exciting—with new competition stripe. Mustang styled—with Mustang grille, bumper and embossed body design. Simulated chrome gear shift, sport type steering wheel, firm red finish with white trim. A mover!

NEW DELUXE 12" CONVERTIBLE SIDEWALK BIKE

Junior size with all the most wanted features of bigger models. Converts from boys' to girls' model. Chrome fenders and chrome handle bar, deluxe two-tone padded seat, adjustable and removable training wheels. Flam red and with white trim.

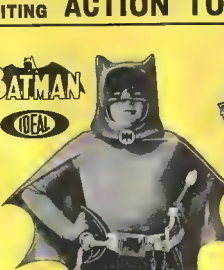
IMPORTANT MERCHANDISING NOTE:

All Wee Products for 1967 are packaged in full color stackable self-selling cartons.

EXCITING ACTION TOYS

TIGER CAT
Climb-Action-Traction

6450T481—The powerful Tiger Cat claws its way over everything, up hill and down, thanks to Climb-Action-Traction. As she climbs, you hear the motor purr and see the motor fan spin. Customized like a jeep. Two-speed motor operates on two "D" batteries. (Batteries not included.) A big 14" Long Ship. wt. 4 lbs. Sugg. Retail $7.95



Batman Equipment Set

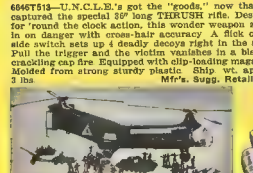
6644T569—A big, bold Batman equipment set that includes a swooping cape in sturdy blue vinyl, a snug-fitting, all plastic Batman Helmet plus a geared-for-action utility belt that holds an astounding supply of super weapons. Belt of durable plastic holds rope with grappling hook, cap grenade, Batarang, Bat gun with message sender, Bat cuffs, flashlight, plus a "2-way" radio buckle with secret compartment. Ship. wt. approx. 4 lbs.
Mfr's. Sugg. Retail $9.00

Aston-Martin
007 JAMES BOND CAR

6646T537—This 11" replica of the famous car used by James Bond in the movie "Goldfinger" is packed with surprises: Guns emerge, flash, retract, front rammers move out, retract; "bullet-proof" rear shield raises, lowers, Bond's enemy is ejected through roof panel! Car moves, stops, operates and it's all automatic. Motor runs on 2 "D" batteries (not included). Rubcap tire cutter and rotating license plates. Ship. wt. 2 lbs
Mfr's Sugg. Retail $8.95

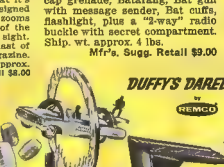
6646T513—U.N.C.L.E.'s got the "goods," now that it's captured the special 30" long THRUSH rifle. Designed for 'round the clock action, this wonder weapon zooms in on danger with cross-hair accuracy. A flick of the side switch sets up 4 deadly decoys right in the sight. Pull the trigger and the victim vanishes in a blast of crackling cap fire. Equipped with clip-loading magazine. Molded from strong sturdy plastic. Ship wt. approx. 3 lbs. Mfr's. Sugg. Retail $8.00

6453T422—The hefty Screaming Mee-Mee Rifle with detachable pistol is a full 20" long. Both shoot the grenade with the sound of the century, just squeeze the trigger and hold your cast Secret pistol drops down from rifle, ready for close range firing, when gun lock is released. Rifle also fires 3 big bullets, from magazine clip, after sliding the bolt into position. Grenade and bullets are made of soft, harmless plastic. Ship wt. approx 5 lbs
Sugg. Retail $6.95

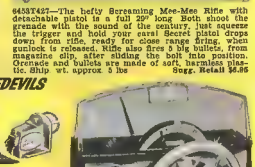


Whirlybird Helicopter

6455T720—A realistic designed and detailed helicopter. Complete with small army of 25 men plus various equipment including tank, truck, jeep and artillery piece. 'Copter blades chop away like the real thing. Has motor driven hoist chain with hook and rescue sling. Taxies along ground by motor. Operates on 2 "D" size batteries (not included) Ship wt. 3 lbs. Sugg. Retail $10.95

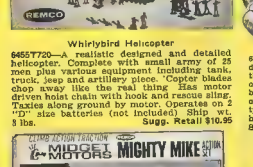


6451T485—All the spills, thrills and chills of stunt driving. Car zooms from turbomatic launcher down the straightaway or up the ramp through the "hoop of fire" and over the stacked barrels. Crashes into barrels. Rolls over but Bounce-back balance puts it on its wheels. Includes stunt car; powerful, crank type, turbomatic launcher (no batteries required); hoop of painted fire; 6 barrels; rider and stunt man. Ship. wt. 4 lbs. Sugg. Retail $7.95



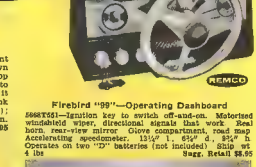
Firebird "99"—Operating Dashboard

5663T651—Ignition key to switch off-and-on. Motorized windshield wiper, directional signals that work. Real horn, rear-view mirror. Glove compartment, road map. Accelerating speedometer. 13¼" l. 6½" d. 3½" h. Operates on two "D" batteries (not included) Ship wt 4 lbs Sugg. Retail $8.95



6647T615—A bantam-weight jeep that performs like a heavy-weight tank. 5½" L x 2½" W x 3" H. Scrambles over obstacles twice its size. Soft rubber wheels. Runs on 3 "AA" batteries (not included). Includes camper and wrecker snap-on backs and trailer. Complete with bridge set and obstacle track set to display Mighty Mikes' climb-action traction. Ship. wt. 5 lbs.
Mfr's. Sugg. Retail $9.95

6648T340—Battery Operated Tri-Level Service Station. Designed for easy assembly and hours of fun. Tri-level service station with parking garage. Manual and battery operated elevators. Features modern poly cars, pumps, accessories and attendants. (Batteries not included.) Size: 25" L x 10" W x 16" H Ship. wt. 5 lbs. Mfr's. Sugg. Retail $8.50



Bonanza Double Holster Set

6649T375—Handsomely embossed fast-draw double holster of contrasting natural top grain and black alligator leathers featuring Bonanza name. Large embossed prong buckle, 3 silver bullets. Ship. wt. 3 lbs. Mfr's. Sugg. Retail $5.95

SNIFFLES—DRINKS, WETS, CRIES REAL TEARS
Lovable, fully jointed 14" vinyl and poly baby doll has moving eyes, rooted hair. In lace-trimmed white lawn dress and panties, booties. With layette: pink flannel diaper and jacket, plaid blanket, kimona, bottle, washcloth soap, etc. in case.
6613T535 Wt. 4 lbs. . . . . Retail $7.95

ANNETTE AND HER POODLE
A doll that walks, and a companion doggy . . . everything any little girl could ever want! Annette is a 28" vinyl and poly fully jointed walking doll with moving eyes and rooted hair. Dressed in pretty red velveteen dress. With soft plush poodle. 5 lbs
6614T665 . . . $9.95

POSI PLAYMATE—18" TALL
Soft foam-body baby doll wired to let arms, legs be bent in any position. With vinyl head and hands. New moving side-glance eyes and rooted hair add to the realism. In checked cotton coverall under white shortie cotton dress, trimmed with ric rac. Says "Mama." 2½ lbs.
6615T465 . . . . . Ret. $6.95

Big 36" Tall Fully Jointed Walker

The most joyous gift doll any little girl could ever want! So realistic with her fully jointed vinyl and poly body, moving eyes and rooted hair in bobbed style. Dressed in panties, red and white polka dot cotton dress, shoes, socks and lace-trimmed navy pique coat with matching hat. Wt. 7½ lbs.
6616T897 . . . . $13.95

23" TALL POSI PLAYMATE
Soft, cuddly foam body baby doll, wired to make arms, legs bendable . . . lets her pose in many life-like positions. Vinyl head and hands. Rooted pixie style hair. Adorably dressed in pink cotton coverall with white embossed cotton shortie over-dress.
6617T695 3½ lbs. . . . . Retail $9.95

12" MUSICAL BABY DOLL
Head rotates, body moves while Brahms Lullabye plays. Moving eyes, rooted hair. Cotton stuffed.
6618T335 . 1½ lbs. Retail $5.00

12" SUGAR 'N SPICE DOLL
Soft vinyl baby doll with rooted hair, moving eyes, naps on her own pillow. Eyelet and velvet dress. 2 lbs.
6619T335 . . . . . Retail $5.00

FINE DOLLS

- Walks
- Talks
- 2 pr. shoes
- She walks barefoot too!

REAL LIVE LUCY

She's a Wonderful Doll She's **IDEAL**

20" LUCY

- Shiny Saran hair
- Baby-chic dress
- Nods and bobs
- Likes milk not spinach

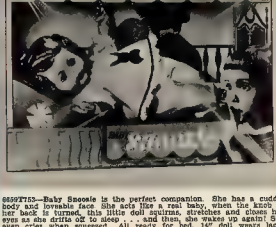
6657T1129—It's Real Live Lucy, the "Livingest" doll. Curious Lucy nods and bobs her head all around to scan the scenery whenever she's picked up. And, when it comes time for feeding, Lucy won't eat her spinach. Everytime her spoon is offered, this doll turns her head away but when it comes to her bottle, Lucy doesn't have to be asked twice! 20" tall. Lucy needs no batteries and comes complete with dress, shiny hair. Ship. wt. 3½ lbs. Sugg. Retail $18.00

19" WALKIN GOODY TWO SHOES

6658T1267 Because she loves to walk, Goody Two Shoes comes with 2 pairs of shoes . . . rosy red play sandals and white dress pumps. She loves to walk barefoot, too! She looks like a real toddler with her long blonde hair, bright, blue eyes and billowy dress. Goody Two Shoes can even pull a toy along when walking. When she falls, her legs stop moving and her 2 D Cell battery operated motor (Batteries not included), turns off. Stand her up and she's off again. Ship. wt. 2¾ lbs. Sugg. Retail $20.00

27" TALKIN GOODY TWO SHOES

6656T2220—Introducing Talking Goody two Shoes—the Whiz Kid of Doldom! This precocious little playmate not only walks right along with her "mommy," but she can even keep up a lively conversation as she chatters away in a loud, clear voice. Standing a life-like 27" tall, she makes a charming companion with her mischievous grin and up-to-the-minute outfit. And, her shiny shoulder-length Saran hair can be combed and styled for all the places "Goody" goes. Requires 2 D Cell batteries for walking and a C Cell battery for talking. (Batteries not included.) Ship. wt. 8 lbs. Sugg. Retail $35.00



6659T153—Baby Snoozie is the perfect companion. She has a cuddly body and lovable face. She acts like a real baby, when the knob at her back is turned, this little doll squirms, stretches and closes her eyes as she drifts off to sleep . . . and then, she wakes up again! She even cries when squeezed. All ready for bed, 19" doll wears lace-trimmed pajamas and bow in her shiny Saran hair. Ship. wt. 2 lbs. Sugg. Retail $18.00

TERRY WALKS AND TALKS 20" TALL

Perfect Pre-school Doll with Voice control

6660T993 — Terry walks and talks and is the perfect pre-school doll. "Just push my magic button and I talk 'N talk 'N talk," says Terry. She's 20" tall and can be regulated to talk fast or slow, high or low. Velvet dress highlighted with white buckled belt, white Chelsea collar, lace-trimmed cuffs and pearl buttons. Also, matching headband, lacy tights and kicky boots. Operated on 1 D Cell battery (Not included). Ship. wt. approx. 3 lbs. Sugg. Retail $14.00

★NOTICE—All prices quoted in this catalog are either the *Manufacturer's* or Bennett's Suggested Retail prices. They are not the prices at which Bennett Brothers sell. See Trade Information.

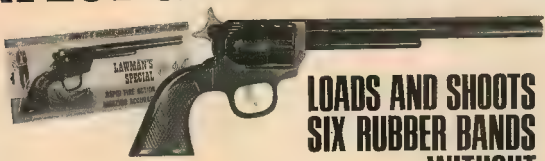
6461T960—Tressy & her trunk with a plastic handle. Tressy's in Chic Shift knit, with full length sleeves, standaway collar, suede belt, and black shoes. Extra outfit: Mootenanny, a black knit, crew-neck pullover with cocoa-colored pants, sneakers, sack bag. Accessories: 6 string guitar, harmonica, and sheet music book. Ship. wt. 3 lbs. Sugg. Retail $9.00

6462T700—12" Teeny Tiny Tears in a trunk. A soft, cuddly doll that cries real tears. Her two traveling outfits: bright red, lacy cotton dress, polka-dotted panties and high-yoked dress under a lacy pinafore with embroidered giraffe, matching panties, knit booties. Accessories: diaper, bottle, bubble pipe, pacifier, instruction booklet and Magic shampoo and Sponge. Trunk has plastic handle. Ship. wt. 2½ lbs. Sugg. Retail $10.50

6661T667—Bobbie and Babette Au-Go-Go Poodles. A Discotheque pair made of plush, percale and felt cotton stuffed. Bobbie is white with black plush, black and white striped body, green felt cutaway and cuffs. Babette is colored white with black plush, black and white striped body, pink felt shirt and collar. Probably the most beautifully designed pair of poodles ever! Ship. wt. 3 lbs. Sugg. Retail $16.00 pr.

Retail Prices May Vary in Different Trading Areas

A LOT OF PLAY VALUE FOR A BUCK



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LAWMAN'S SPECIAL 6-44

These are rugged indoor-outdoor toys with all nylon, and hi-impact styrene construction. Lawmans Specials are blister packed, with ten rubber bands, on an attractive two-color card designed for rack, or counter display.

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new PRODUCTS

Mustang GT fastback comes in racing green, has racing stripe, whitewalls and beige interior. Windows, doors, hood and trunk all work. Renwal Products, Inc., Old Country Rd., Mineola, N.Y.

Musical John is a novelty radio. The six transistor radio comes assembled in a miniature flush box toilet. Radio's container is shaped like a toilet roll. Now from H. Fishlove & Co., N. Franklin St., Chicago.

Giant hauler for kids to ride on has storage space, decals and is steerable. Hauler is white, green and black with chrome-like trim. Irwin Corp., 200 Fifth Ave., New York.

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117 sizes from 6" to 6' tall
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The Preferred Trade Publication of Buyers Who Buy Big and Sell Big TOYS & NOVELTIES

WALL CLOCK

FINE QUALITY ELECTRIC NOVELTY CLOCKS

CAR WALL CLOCK

2477N703—Reproduction of antique automobile with flickering electric headlights Black with generous, chrome trim. Easy to read dial, self starting accurate electric movement. U.L. approved. 10½" H., 7" W. Ship wt. 2 lbs. Retail $11.95

CHEF KITCHEN CLOCK

2478N708—Charming configuration of a chef working over a stove. Realistic flames dance and flicker through stove openings. Chef in white, black stove and 4¾" dial, generous chrome trim U.L. approved electric movement. 11½" H., 7½" W. Ship. wt. 2 lbs. Retail $11.95

JEFFERSON "500" CLOCK

1817N1297—Jefferson "500" Electric Desk Clock. Stunningly modern, patterned after a ship's compass. Heavy chrome plate. Black instrument dial with gold numerals and hands. Red second hand. 5¼" high, 4¾" diameter. Ship. wt. 4 lbs. Retail $19.95

JEFFERSON GOLDEN HOUR

1292N1522—Jefferson Golden Hour Electric Clock. 24K gold plate. Modern clock with air of mystery. No working parts are visible, but clock performs its function efficiently. Radium treated hands and numerals enable easy time telling day or night. Overall height 8¾". Ship. wt. 4 lbs. Retail $24.95

Mastercrafters

"ACTION LINE"

ACCURATE SELF STARTING ELECTRIC CLOCKS

PERCOLATING ACTION

PERKY KITCHEN CLOCK

Real percolating Action! A cheerful timepiece. Hangs or stands for kitchen or den. 1¼ lbs. 7½" high, 7½" wide Ship. wt. 2 lbs.

2076N644—Copper ..... Retail $8.95
2076N645—Chrome .... Retail $9.95

LANTERN FLICKERS

LANTERN CLOCK

2390N644—Realistic flame is simulated in chimney area. Black case, bright chrome trim. 6" dial. Clock hangs or stands. U.L. approved electric movement. 19" L. (Holding handle) 6¼" x 8¼. wt. 3 lbs. Retail $10.95

FIRE BOX FLICKERS

B "Pot Bely" Stove Clock

2074N644—Clever Replica of Old Fashioned Black Pot Bely Stove. Fire box flickers simulating glowing colors. Easy to read 6" dial Electric clock hangs or stands. 11¼" h. x 6¾" w. Ship. wt. 3 lbs. Retail $10.95

D Country Church Clock

1907N1114—Figure at bottom pulls cord that moves bell at top. Switch controls light on bottom and illuminates stained window. Plastic case. Electric movement. 6" dial. 12½"h. x 7½"w. White or Gold. Specify. Ship. wt. 4 lbs. Retail $18.95

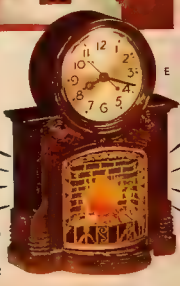
GIRL SWINGS

Cottage Swing Clock

2350N938—Girl swings merrily back and forth on porch of quaint cottage. A real conversation piece. Light glows from the lantern on the cottage. White with Blue roof, Beige foundation. 8½" h. x 9½" l. x 2½" d. Wt. 3 lbs. Retail $18.95

E "Fireplace" Clock

1582N1055 — Realistic flames dance and flicker. Case of beautiful walnut plastic. Gold-finish dial, easy to read. Electric. 10½" h., 7½" w., 4¾" d. Ship. wt. 4 lbs. Retail $17.95



FLAMES DANCE AND FLICKER

WELBY CLOCKS and SCONCES

Highly fashionable designs in magnificent Wel-Wood.

A 8-DAY FONTAINBLEAU. Baroque beauty embodies the epitome of French Renaissance design. Fashioned in marvelous Wel-Wood . shimmering Roman gold finish accents the delicate open filigree design. Satin finish brass dial. 23" diameter. Front key wind movement. Shpg. wt. 12 lbs.
1836N1992 . . . . . Retail **$34.95**

AS ABOVE, but Cordless Electronic. Runs 20 mos. on 1½v battery.
2280N2277 . . . . . Retail **$39.95**

B PR. FONTAINBLEAU SCONCES. Design coordinated to complement the clock. (Candles not included.) 17" high. Shpg. wt. pr. 6 lbs.
1837N1114 . . . . Retail Pr. **$18.75**

C CORDLESS ELECTRONIC VERSAILLES CLOCK. Inspired reproduction of classic Renaissance style. Majestic openwork design fashioned in sumptuous Wel-Wood, with opulent Roman Gold finish. 29" high x 15" wide Runs 20 mos on 1½v battery. Shpg. wt. 6 lbs.
2484N2277 . . Ret. **$39.95**

AS ABOVE, but 8-day front key wind movement. Wt. 6½ lbs.
2485N1992 . . Ret. **$34.95**

D PR. VERSAILLES SCONCES. (Candles not included) 17" high. Shpg. wt. pr. 6 lbs.
2486N1114 Ret Pr. **$18.95**

E CORDLESS ELECTRONIC MANDARIN CLOCK. Exciting interpretation of Oriental theme. Gold detailing highlights the ebony finished Wel-Wood case. Black hands. Runs 20 mos on 1½v battery. 24¼" x 15¼" high. Wt. 7¾ lbs.
2487N1992 . . Ret. **$34.95**

F PR. MANDARIN SCONCES. (Candles not incl.) 33¼" x 15¼" high. Shpg. wt. pr 3¾ lbs.
2488N1114 Ret. Pr. **$18.95**

G CORDLESS ELECTRONIC DIAMOND CLOCK. Smart simplicity sets off Modern or Traditional decors. Rich walnut finish on hand-rubbed molded Wel-Wood faithfully reproduces all the beauty of the original wood carving. Diamond motif border in relief surrounds the diamond shaped dial with brass-hued rim. Runs 20 mos. on 1½v battery. 18¾" x 25¾" high. Wt. 7 lbs.
2489N1992 . . Ret. **$34.95**

H 8-DAY EARLY AMERICAN STUYVESANT CLOCK. Expertly crafted in selected cabinet woods, finished in mellow maple Display your greenery (not included) in planting area. Key wind movement 9" x 15¼" high Wt. 6 lbs.
2235N1467 . . . . Retail **$24.95**

AS ABOVE, but Cordless Electronic Runs 20 mos. on 1½v battery.
2270N1761 . . Retail **$29.95**

J STARRY SPLENDOR CORDLESS ELECTRONIC CLOCK
Heavenly new timepiece to glorify your home. Exciting new blend of rich walnut spokes that gleam with wings of glistening brass. Black numerals and hands; brass sunburst dial. Operates up to 20 Mos. on 1½v. battery 25½". Wt. 3 lbs.
2422N1716 . . . . Retail **$29.95**

K PR. STARRY SPLENDOR SCONCES. (Candles not incl.) 16". Wt. 2 lbs.
2423N706 . . . . Retail **$11.95**

"I'm comparison shopping this year," states the young lady in her mid-twenties, "but only for price, not value. Last year, I just went to a local store and bought. But I can't do that now, I have too many gifts to give. If the prices get any higher next year, then I'll give the same number of toys, but I'll just have to cut the amount of money I spend on each one."

WHICH WAY THE RETAILER?

What does all this mean? Obviously, there are bugs in toy retailing and in toy manufacturing. But, perhaps, the biggest bug is in consumer education. Obviously, consumers are not briefed on the real value of the toys they purchase. For example, it is an undeniable fact that TV toys sell, and have for many years, despite all consumer complaints to the contrary. Are consumers acquainted with the fact that many such

"They don't educate. They don't teach my kid anything. They don't even amuse him for any length of time."

items are extremely moderate in price? Are they aware of what goes into the design and manufacture of the more expensive items? In both cases, the answer is a resounding "no!"

The answer is—educate them. But who's to do it, and how? How do you "bell the cat?"

Educational toys are another example. Consumers talk about these items, but do they actually know what they are? Mothers want items that will occupy the child's attention, primarily. But these are not necessarily educational toys. The latter actually teach the child something. But a toy that ties up the child's attention, such as a game or a puzzle, does not necessarily instruct him.

Teaching the consumer is, most practically, the province of the retailer as he is the person most directly, and most frequently, in touch with her. He can teach through a variety of steps which involve normal use of his departmental functions. And that's the purpose of this survey—showing the retailer how he can capitalize on consumer criticisms—and how he can educate his customers.

Selling the parent, not the child, can be done through departmental signing stressing the virtues of

Market conditions normal in East

scattered cases where OUIJA BOARDS displayed some power.

STUFFED TOYS were down to normal seasonal lows except with one chain that reported a sudden "big action" on all small plush.

A Newark, N.J., retailer reported a best seller with CONSOLIDATED MANUFACTURING CO.'S PLASTIC SNAKES.

Wheel goods varied sharply with some reports of "good sales" for WAGONS and WHEELBARROWS. Most agreed there was little volume with BICYCLES in any price range.

CONSTRUCTION TOYS registered as being fairly quiet.

Hobbies slowed down as warm weather took over. Retailers and wholesalers claimed little action in this category except with a few PLASTIC KITS, besides the suprising STAR TREK. GAS PLANES and FUEL kept pace with the warmer weather and came in as hotter items.

In all cases RACING SETS were very quiet through the area.

PAINT-BY-NUMBER took a strong upsurge with the AVALON PAINT ON WOOD emerging as a big star. One hobby wholesaler said, "It just had to move—the finished results are what sells this set. When they see what can be accomplished, we have a sale."

Market conditions are normal for this season. Except for a few shortages, things are up to par. The shortages in some areas involve LIDDLE KIDDLES and LUCKY LOCKET. One interesting shortage for this time of year reported by a 16-unit chain was the EAGLE RUBBER FOOTBALL which was quite popular across the counter until the stock ran out. There was no explanation for this out-of-season demand.

WHAM-O'S new HULA HOOP with Sound is just

VERSAILLES

The regal appearance of the distinctive baroque styling artistically complemented by spaced sprays of pink roses with green leaves, matching center spray. Platinum band highlights rims.

Sugg. Retail

6205XF2900—55-Pc. Service for 8....$42.95

6206XF5167—95-Pc. Service for 12...$76.95

Mikasa

GENUINE CHINA

Magnificent MIKASA—incredibly lovely china imported from Japan. **MIKASA** is world famous for its deep luster and rich translucency. Produced by true artisans—fired for lasting durability. Choose from six lovely patterns: **Versailles, Stanton, Marlboro, Citation, Doric or Sweet Briar.** Shipped **F.O.B. New Jersey Warehouse.**

STANTON

Regal, white china crowned by laurel wreathes of shimmering 22K Gold . . .. accented with Gold rims and lavish Golden Swaths on pieces having handles.

Sugg. Retail

6207XF3767—55-Pc. Service for 8...$ 55.95

6208XF6767—95-Pc. Service for 12..$100.95

SET COMPOSITION

55 PC. SERVICE FOR 8 (Approx. ship. wt. 42 lbs.) 8 EACH: dinner plates, bread/butter plates, cups, saucers, fruits and soups; 1 EACH: chop plate, vegetable bowl, sugar w/ cover, creamer. PLUS 2 EXTRA CUPS.

95 PC. SERVICE FOR 12 (Approx. ship. wt. 78 lbs.) 12 EACH: dinner plates, bread/butter plates, salads, cups, saucers, soups and fruits. 1 EACH: chop plate, 16" large platter, sugar w/cover, creamer, gravy boat, vegetable bowl, and salad bowl PLUS 3 EXTRA CUPS.

ALLOW AMPLE TIME
FOR HOLIDAY SHIPMENTS

MARLBORO

A truly traditional pattern with elaborate sculptured edges richly trimmed with platinum, permits gracious and formal dining. For all its fragile looks, the translucent white china is extra strong—glazed to rock hardness.

Sugg. Retail

6209XF3767—55-Pc. Service for 8....$ 55.95

6210XF6767—95-Pc. Service for 12 ..$100.95

DORIC (Gold)—CITATION (Platinum)

CITATION

Classic simplicity creates a mood of elegance. Pure white body; Platinum Borders enhance the traditional rim shape.

Sugg. Retail

6211XF3033—55-Pc. for 8....$44.95

6212XF5433—95-Pc. for 12...$80.95

DORIC

Same as Citation except with Gold Borders. Sugg. Retail

6213XF3033—55-Pc. for 8....$44.95

6214XF5433—95-Pc. for 12...$80.95

MARLBORO

SWEET BRIAR

SWEET BRIAR

Exquisitely soft Blue rose buds highlighted with leaves and stems of Pink, Beige, and Gray. Traditional design in similar colors on verge Platinum edge accents the baroque shape.

6215XF2900—55-Pc.
Service for 8...Retail $42.95

6216XF5167—95-Pc.
Service for 12..Retail $76.95

GENUINE JOHANN HAVILAND BAVARIAN CHINA

JOHANN HAVILAND BAVARIAN CHINA

Produced by world-famed master craftsmen of **Bavaria.** Highly translucent—superbly finished with lustrous glaze—high-fired for durability and lasting loveliness. Enjoy the prestige and superior quality of Genuine Bavarian Fine China at modest cost. Choose from three shapes—the cherished mellowness of traditional baroque, sleekly styled contemporary coupe, or the popular rim shape enhanced with gently-contoured cylindrical holloware to complement any decor. All in a complete 93 pc. service for 12 to meet every dining service need.

PETIT POINT

Graceful rose-pink garland border with taupe scrollwork. Gleaming platinum trim. A lovely set in the Baroque shape that is sure to captivate and elicit many highly favorable compliments from your guests.

Sugg. Retail
6113XF8400—93-Pc. Set $126.00

93 PIECE SET COMPOSITION SERVICE FOR 12. Ship. wt. 67 lbs. 12 each: dinner plates, salad/dessert plates, bread and butter plates, soups, fruit dishes, tea cups, tea saucers; 1 each: sugar and cover, creamer, gravy boat, serving bowl, casserole and cover, medium platter (except coffee pot with cover and extra serving bowl in Gold Riviera and Platinum Riviera, instead of a casserole and cover and medium platter), and large platter

ALL BAVARIAN CHINA SHIPPED F.O.B. ILL. OR NEW YORK

GOLD BAROQUE

Sparkling white with rich matgold trim. Provides a luxurious table setting . . . the utmost in gracious dining.

Sugg. Retail
6111XF10500—93-Pc. Set $157.50

PLATINUM BAROQUE

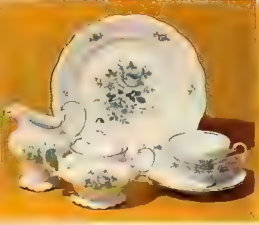
Same as above except without band on outer rim of cups. Platinum scroll line appears underneath rim of cups. Lavish Platinum Trim on pure white.

Sugg. Retail
6112XF10500—93-Pc. Set $157.50

MONARCH

A masterwork of ceramic art. Matgold bands form a superb frame in this regal treatment. This pattern comes to you in the ever popular greatly desired Rim Shape. An example of charming dignity with appealing simplicity.

Sugg. Retail
6108XF16400—93-Pc. Set $246.00



BLUE BOUQUET

Delicate Rose cluster in muted Blue tones with Platinum trim. Heirloom Baroque shape, tastefully designed to endure for generations.

Sugg. Retail
6144XF7700—93-Pc. Set $115.50

NORMANDY

Exquisite Provincial motif in Rich Decorator Blue coloration, edged with Platinum. Stunning contrast in design treatment of flat pieces and holloware marks this as a truly superior pattern.

Sugg. Retail
6141XF9240—93-Pc. Set $138.50

PLATINUM RIVIERA

Unique example of ceramic artistry. Striking sculptured holloware mated with the pure simplicity of classic coupe flatware. As much a conversation piece as a functional table service. Touched with **Gleaming Platinum.**

Sugg. Retail
6142XF8400—93-Pc. Set $126.00

GOLD RIVIERA

Same as above except touched with Bright Gold.

Sugg. Retail
6143XF8400—93-Pc. Set $126.00

Add carefree color to your family meals with gracefully shaped and beautifully patterned Melamine dinnerware. Famous for its durable delights, each set comes with a two year written guarantee against breakage and three year guarantee against permanent cup staining, is perfectly dishwasher safe, fadeproof and safe in children's hands

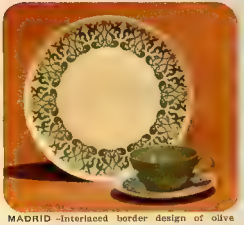
SET CONTENTS

45-Piece Service for 8 includes: 8 each Dinner Plates, Saucers, Salad Plates, Soup/Cereal Bowls; 1 each Platter, Vegetable Bowl, Creamer, Sugar Bowl and Lid.

A. GRECIAN GOLD—A simple border design reminiscent of ancient Greek symbolism on translucent ivory (note vase in back of plate). Decorated dinners, saucers, salads and platter. Accessory pieces in Ivory.
9619H3330—Ship. wt. 16½ lbs. Retail $49.95

LENOX WARE — MELAMINE DINNERWARE

EXCITINGLY NEW...VIRTUALLY UNBREAKABLE



MADRID—Interlaced border design of olive and forest green on white background. Decorated dinners, saucers, salads and platter. Accessory pieces in Light Olive.
5140H1997—Ship. wt. 14 lbs. Retail $29.95

HOMESPUN—A warm floral in shades of brown, orange, yellow and olive on a background of linenlike texture. Decorated dinners, saucers, salads and platter. Accessories in Swiss Brown.
5820H1997 Ship wt 14 lbs Retail $29.95

ALEXANDRA—Cool greens combined with warm brown and mauve are highlighted with gold accents and set against a translucent ivory body Decorated dinners, saucers, salads and platter Accessory pieces in Ivory
5141H3330 Ship. wt. 16½ lbs. Retail $49.95

WIL-O-WISP—A classic floral spray in shades of tangerine and taupe accented with olive leaves on swiss brown background. Decorated dinners salads, saucers and platter Complimentary pieces in Swiss Brown
5143H2663—Ship. wt. 15½ lbs Retail $39.95

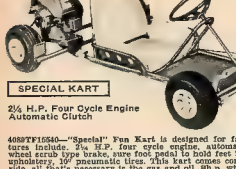
INCA—Bold dimensional designs of turquoise blues accented with gold Decorated dinners, salads, saucers and platter Complimentary pieces in Turquoise
5143H2663—Ship. wt 15½ lbs. Retail $39.95

HEIDI A charming circle of motifs in tangerine, taupe and olive with an olive circle set on an Ivory background Decorated dinners, salads, saucers and platter Accessories in light Olive
5144H2663—Ship. wt. 15½ lbs. Retail $39.95

Go Kart ...for fun or racing!

DIVISION OF FOX

For fun and thrills it's the "Super Live Axle," All-American Go-Kart! Recommended for use on private property only. Karts are not intended for use on public ways. F.O.B. Wisconsin Factory.



SPECIAL KART

2½ H.P. Four Cycle Engine
Automatic Clutch

DELUXE KART

"Box Mount" Suspension
Disc Brake

4089TF10540—"Special" Fun Kart is designed for family fun. Features include 2½ H.P. four cycle engine, automatic clutch, two wheel scrub type brake, sure foot pedal to hold feet in place, custom upholstery, 10" pneumatic tires. This kart comes complete, ready to ride, all that's necessary is the gas and oil. 88.p wt. 108 lbs. F.O.B. Wisconsin Factory. Sugg. Retail $195.50

4091TF1052 — Debonair, "Pels" racing Helmet, sturdy white fiberglass, heavy padding Small, Medium or Large. Specify. Aviation type Goggles, detachable lens. Ship wt. 2¼ lbs. Sugg. Ret. $14.95

4890TF16296—"Deluxe" Kart with full Live Axle, "Box Mount" suspension eliminates excessive weight and extra bearings, cuts drag and lets engine be mounted lower. Kart finished in Candy Apple Red with chrome rods and white trim. Features: disc brake; bolt in floor pan; see-level gas tank, just look to check gas level; plush upholstery; racing sticks. (Engine not included.) For engine selection, see below. Ship. wt. 90 lbs. F.O.B. Wisconsin Factory. Sugg. Ret. $199.50

CLUTCHES AND MUFFLER

4099TF1080—Fairbanks, Morse, Rugged heavy duty 4½" clutch Specify engine make, shaft size, and number of teeth. Ship. wt. 2 lbs. Sugg. Retail $18.00

4100TF894—Engine Muffler for all popular engines. Cuts noise Specify engine make. Sugg. Retail $7.95

McCULLOCH ENGINES

For Deluxe Kart. Ship. wt. 25 lbs. F.O.B. Wisconsin Factory.

4175TF8898—MC-80 engine, 6.05 cu. in.	Retail $188.95
4176TF12258—MC-100 engine, 7.3 cu. in.	Retail $153.95
4177TF7280—MC-49 engine, 4.9 cu. in.	Retail $79.95
4088TF8895—Box Mount Kit for McCulloch Engines above	Retail $11.95

Fox Motor Bikes ox Motor Bikes

SUPER GEN

4178TF13087—Super Deluxe "Little Gen" Motor Scooter. Down to Go, back to stop on control pedal. Fits easily in trunk, plane or boat. Spring suspension on front fork for smoother ride. Chrome exhaust. Overall length 50", Height 33", Wheel base 36". 4 Cycle, 3½ H.P engine with centrifugal clutch. Adjustable band type brake. High test tubular steel frame. Covered foam rubber seat Ship. wt. 75 lbs. F.O.B. Indiana Factory. Sugg. Retail $174.50

DELUXE BIKE

The finest small bike made. Equipped with a 3.5 H.P. four cycle American made engine, alternator powered headlight and tail-brake light. 6 volt electrical system. Front and rear suspension and plush deep foam saddle makes riding a pleasant experience even over rough terrain. Front fork is rubber booted with heavy-duty coil spring shocks for unequalled road-holding excellence. Rear suspension has shock mounted swing-arm design, gives soft springing with firm damping Kick-up foot pegs for standing. Finish in Hi-Fi Blue with chrome trim. Includes: windshield for added safety. Windshield requires simple installation.

4105TF18235—Deluxe Bike with Windshield. Ship. wt. 90 lbs. F.O.B. Wisconsin Factory. Sugg. Retail $201.45

4179TF17160—Deluxe Bike without Windshield. Specifications same as above. Sugg. Retail $189.50

TRAIL BIKE

4101TF14845—A rugged performer beefed up and equipped for rough trail use. It's power geared, easily portable, has big 14" tires, high quality construction throughout. Equipped with a 3 H.P. four cycle American made engine and is geared down through a jackshaft for more power in tough terrain. Features: 5" internal expanding brake, steel fenders, kickstand, and a comfortable foam saddle. Fenders require simple installation. Ship. wt. 90 lbs. F.O.B. Wisconsin Factory. Sugg. Retail $164.45

LITTLE GEN

4062TF11813—"Little Gen" Ideal All Purpose Motor Scooter comes ready to roll. Go or Stop with a tilt of foot control. Heel down applies the brake, clutch and throttle automatically disengage Comfort and ease of handling, represents the "Gen" idea of maximum usefulness. Only 50" long, 34" wide. Slip locking slip out of the steering fork and it collapses to 39 inches. Recoil start, 4 cycle, 3½ H.P engine Adjustable band type brake. Automatic centrifugal type clutch High test tubular steel frame. Covered foam rubber seat. Ship. wt. approx 78 lbs. F.O.B. Indiana Factory Sugg Retail $149.50

STANDARD BIKE

4102TF13525—Standard Bike. Supplied with a 3 H.P. four cycle American made engine. Also contains: automatic clutch, 5" internal expanding brake, sturdy steel fenders, kick-up foot peg type kickstand and comfortable "big bike" saddle. Fenders require simple installation. Finished in brilliant red offset with chrome trim for eye-catching appeal. Ship. wt. 90 lbs. F.O.B. Wisconsin Factory. Sugg. Retail $149.45

4106TF1075—Windshield Kit for Standard or Trail Bike. Sugg. Retail $11.95

4103TF1345—Light Kit for Standard or Trail Bike. Sugg. Retail $14.95

Retail prices are suggested only and may vary in different areas. See Trade Information.

No C.O.D. Orders on Factory Shipments.

BULLETIN:

MPC HAS BEEN GRANTED THE EXCLUSIVE MODEL KIT RIGHTS TO ANDY GRANATELLI'S FANTASTIC STP INDY TURBOCAR NO. 40

Rarely a car so new.
Rarely a car so exciting.
Rarely a car creating such publicity.
And rarely a car so much in demand by
So many model car manufacturers.
But MPC has it.
Exclusively.
Here's the kit that builders are
itching to get their hands on.
Here's the kit that will sell and sell
and sell and sell.
And MPC has it.
Exclusively.
MPC IS HAPPENING

TEEN STUFF

By Rushton

Toys with motivating teen-age appeal –

BENNY BURRO—47" HIGH

GENIE GIRAFFE
57" TALL

Rushton's Teen-Stuff features an unusual assortment of giant size animals. These new and original creations are filled with ultra light synthetic material making them most appealing.
Choose from big shaggy Dogs, standing Poodles, Lions, Tigers, Elephants, Bears, Camels, etc. All big in size, light in weight, beautifully fashioned in many assorted colors and fabrics. INDIVIDUALLY PACKED IN CORRUGATED CARTON. Competitively priced. Call your jobber or write direct for catalog.

Rushton
1275 Ellsworth Ind. Drive, N.W.
Atlanta, Ga. 30325

THE RUSHTON COMPANY, ATLANTA, NEW YORK, CHICAGO, LOS ANGELES

SOMETHING BIGGER IS HAPPENING!

NEW 1/20 SCALE! BIGGER SIZE . . . GREATER DETAIL . . . IN A TRULY MAGNIFICENT KIT!

Corvette . . . always the best selling car in kits. Now MPC introduces the 1968 Corvette in 1/20 scale. A new size. A larger size. The perfect size aimed at a bigger market. The perfect size for *both pro and beginner*. Because it's bigger, it offers greater detail, authenticity, more working parts. That's what wins the pros. And because it's bigger, the parts are easier to handle. That's what wins the beginners. Everyone wants to build this Vette! Everyone will want to build this size of Vette It's the perfect car . . . the perfect size . . . the perfect time. Another happening at MPC. A bigger happening than ever happened before!

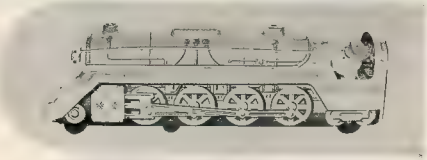
MODEL PRODUCTS

PIONEER OF WORLD'S "TOYLAND"

1967 BEST SELLER!!

SILVER MOUNTAIN LOCO.

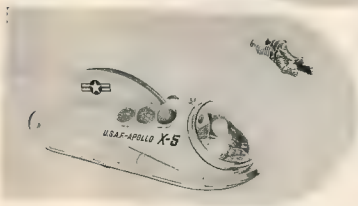
MYSTERY ACTION, AUTHENTIC TRAIN WHISTLE, BELL SOUND, FLASHING BOILER AND AN ANIMATED ENGINEER.



HIT ITEM SINCE 1963!

WESTERN SPECIAL LOCO.

MYSTERY ACTION, AUTHENTIC TRAIN WHISTLE, HEAD LIGHT, FLASHING LIGHT AND REALISTIC CHUGGING OF ENGINE.



FUTURISTIC TOY!

GEMINI ROCKET

NON-FALL ACTION, FLASHING LIGHTS AND ROCKET SOUND. A CIRCLING ASTRONAUT ON A TETHER LINE OUTSIDE SPACECRAFT.

MOST SENSITIVE!

BUTTON-A-CONTROL

RADICON BENZ

RADIO REMOTE CONTROLLED MERCEDES BENZ 230 SL

TRADE MARK M MODERN TOYS

MASUDAYA TOY CO., LTD.

EXPORTER OF MASUTOKU TOY FACTORY ITEMS

4, 6, 2-CHOME, KURAMAE, TAITO-KU, TOKYO, JAPAN. PHONE: 861-0151

Fangs! Scars! Shrunken heads! Skeletons! Claws! Bloodshot eyes!

What more could a nice, normal kid possibly want?

The fun of making all those gruesome things himself. And Mattel's new Fright Factory gives it to him.

This new Thingmaker® is a natural for television, and we'll be using plenty of it to make sure the Fright Factory really produces. We'll be in print, too – with ads in the National Comics. Both TV commercials and the print campaign will show kids just how frightful they can make themselves. And how much fun they can have getting that way.

Best of all, every Fright Factory you sell means repeat sales. Kids will be back again and again for genuine Plastigoop,® and for all Mattel's great Maker-Paks.

So be ready for all the nice, normal kids in your neighborhood. The ones who want to make monsters of themselves.

Talk to your Mattel representative today!

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For your Holiday table—our finest China

CUT $10–$12 NOW **39.95** service for 8

Gift-perfect Christmas specials of flawless beauty—petal-thin, translucent, richly accented in precious platinum. Special, extra large sets include coffee server, 2 pairs salt/peppers, 4 extra cups with 102-pc.; salt, pepper, 3 extra cups with 58-pc. See Wards Big Book for full set compositions, 25 more china patterns, pgs. 895–897; open stock, pg. 802; and shipping information, pgs. 1331, 1332.

Order China sets from table below

Charge It No Money Down . . . see pg. 348	58-pc. serves 8 Ship. wt. 42 lbs. Regularly 49.95 39.95	102-pc. serves 12 Ship. wt. 74 lbs. Regularly 79.95 67.95
1 Embassy	77 GT 16244 A	77 GT 16246 R
2 Prestige	77 GT 16184 A	77 GT 16186 R
3 Brocade	77 GT 16214 A	77 GT 16216 R

45-pc. service for 8

20-pc. service for 4

Fine melamine dinnerware

Save 9.95 . . . Christmas bonus: 20-pc. set only $2 when you buy 45-pc. set

Both only **26.95** 65 pcs.

45-pc. service for 8 regularly . . . 24.95
20-pc. service for 4 regularly . . . 11.95
Bought separately 36.90

Here's what you get—two separate, ready-to-wrap packages which you can use as two handsome gift sets; or give one, keep one; or combine the two and you have a complete service for 12 to give or keep . . . and it's priced for tight Christmas budgets!

Set your table in gay sophistication with one of these three smart patterns. Detergent proof, dishwasher-safe—looks like fine ceramic dinnerware—wears like iron! Stays bright, clear, unmarred through years of hard, everyday use—and Wards guarantees it! Decorated 10-inch dinner plates and saucers with all, decorated salads can with (5); two-tone cups with (4), (6). 45-pc. set, 8 each, dinner plates, cups, saucers, salads, cereal-soups; plus platter, serving bowl, creamer, cov. sugar. 20-pc. set, 4 each: dinner plates, cups, saucers, salads, cereal-soups. Ship. wt. 21 lbs.

77 GT 21524 MM—Harvest Moon (4). Two-in-one set **26.95**
77 GT 21514 MM—Blue Heirloom (3). Two-in-one set **26.95**
77 GT 21244 MM—Americana (6). Two-in-one set **36.95**

 See our Big Catalog for guarantee and 18 other melamine patterns

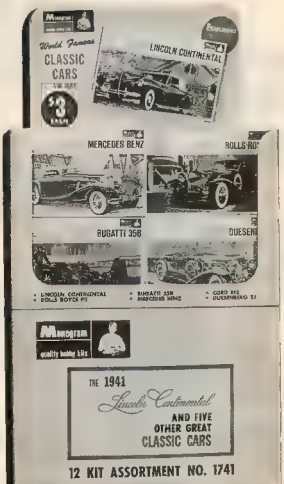
Free Self-Selling Display With 12-Kit Classic Car Assortment

CLASSIC CORNER

Lincoln Continental—
Queen of American Classics—
and five other magnificent
motor cars in magnificent
show models!

Create a Classic Car Corner in your store. All it takes is this free counter or floor display and a 12-kit assortment of the famous classics picture below. These are America's finest car models — authentic, beautiful, and all in the popular 1/24 scale. Properly placed, this display will do its own selling job and make it easy for your customers to serve themselves.

Stock No. 1741



Aristocrats of the Motor Car World

Exclusively by

Monogram Models, Inc., Morton Grove, Illinois

From Left to Right: 1934 **Duesenberg** Torpedo Phaeton—Kit PC81. 1937 **Mercedes-Benz** 540K—Kit PC87. 1931 **Rolls-Royce** Henley Convertible, Phantom II—PC109. 1937 **Cord** Convertible Phaeton Sedan—PC130. 1934 **Bugatti** 35B—Can be assembled as a racer or in street version—PC133. 1941 Lincoln Continental Cabriolet—the epitome of continental styling—PC174. Beautiful modern packaging. Retail, each kit **$3.00.**

Superb quality and performance that's long remembered! Six proven ways to Home Road Racing at its wonderful best!

WATKINS GLEN

Oval track—two 9½ foot lanes—Lotus GP—Ferrari GP cars. 1/32 scale RS3003. $35.

LeMans

Figure 8 track—two 13½ foot lanes—Ford GT—Ferrari 330/LM cars. RS3004. 1/32 scale. $45

Road America

Figure 8 track—two 19¼ foot lanes—Lola T-70—Chaparral II cars. 1/32 scale. RS3005. $55.

INDY LOTUS

Oval track—two 13½ foot lanes—two Lotus Ford 38 cars. 1/24 scale. RS3006. $55.

RIVERSIDE

Modified figure 8 track—two 31½ foot lanes—McLaren-Elva—Chaparral cars. 1/24 scale. RS3007. $60.00.

SEBRING

Figure 8 track—four 25¾ foot lanes—Ford GT—Ferrari 330/LM—Lola T-70—Chaparral II cars. Four hand controllers (All four cars can be operated at same time) 1/32 scale. RS3008. $100.

To Sell With Pride— as Well as Profit!

Choosy buyers, investing in a home racing set want more than a toy. The ordinary doesn't interest them. It's been proven over and over they want the finest home entertainment equipment they can get and several hundred thousand of them have already chosen Monogram sets.

You can please more customers with Monogram perfected design, careful engineering, fine workmanship and the unbeatable Monogram performance and ruggedness. In addition to superior quality there's big variety—in size, track layout, choice of cars, two different scales—and a price to fit most budgets.

Every set contains "Mono-Lock," snap together track that's flexible yet rigid and lays flat—realistic cars scaled from the winningest in motor car racing—powerful Tiger Super X motors—finest all 'round tires used in home racing—high quality plug-in power supply and fit-the-hand dependable controllers.

See your distributor. Ask about free display and promotional materials.

Monogram Models, Inc.
Morton Grove, Illinois

Monogram model racing

SCORE! with the fastest selling line of

HOCKEY GAMES

by MUNRO

Endorsed exclusively by Bobby Hull

The originators of action hockey at home—Munro Hockey Games—Smash sales goals with a stunning line-up of authentic toy sport games. Capitalize on America's fascination with contact sports. Sell them your best line—Munro Hockey Games with exclusive:

- New Playmakers & Flippers
- Magnetic Puck Controller (patented)
- Electric Goal Lights
- Delayed Action Centre Ice Puck Dropper
- New Folding Legs
- Three different style pucks: plain, roller, magnetic (patented)
- Six teams of "men" available: Chicago, Montreal, Toronto, New York, Boston, Detroit
- Steel Dyna-Drive for Instant Action!

Score with your biggest sales year!—Score with Munro!

MUNRO GAMES LIMITED BURLINGTON, ONTARIO, CANADA

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DOOR CHIMES

NUTONE

Nutone "Jamestown" Chime
Rich Antique Walnut finish. Traditional cover with attractive grille cloth and spindles. New wood grain finish offers all the natural beauty of Walnut. Gold cover tubes with "Lifetime Finish" will not rust or tarnish. Sounds Two notes for front door, one note for rear door. Size 8⅝"x 9⅞"x 3". Ship. wt. 3 lbs.
669E712—Jamestown Chime
669_6E657—Six or more
Retail $10.95

Rittenhouse "Bel Air"
Metallized twin chords for the front door, two single notes for the rear. Light brass finish with modern grille and decorative motif. Size 10" x 7½". Ship. wt. 4 lbs.
464E692—"Bel Air" Chime
464 6E657—Six or more
Retail $13.95

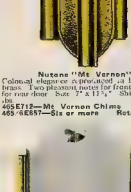
Nutone "Antique" Chime
A new chime from Nutone's "Masterpiece" series. Lacquered Lantern door chime. Beautiful Antique Bronze finish. Amber, bottle bottom front panel glows with soft light from low-voltage lamp (included). Two notes for front door, one note for rear door. Size 6¼"x 9¼". Ship. wt. 4 lbs.
676E712—Antique Chime
676_6E697—Three or more
Retail $14.95

Rittenhouse "Provincial"
Beautifully executed cabinet work in a White Antique finish or a rich Driftwood finish. Graceful curves and unusual spindles stand out against contrasting grille cloth. New precision molded resonance chamber provide chimelike tones of richly and range. Size 7⅝" x 11". Chimes 2 notes for front door, one note for rear. Ship. wt. 6 lbs. **Specify finish.**
462E725—"Provincial" Chime
462 6E657—Six or more
Retail $10.95

Madison Chime
The Nutone Madison Chime gives the modern home owner rich tone and a choice of traditional styling in Walnut or Blond Elm wood-grain finish. Basket weave grille cloth and Good ore chimes. Chimes 8 or 4 notes front door, one note for different note 3rd door. Size 8½" x 12" x 2½". Transformer included. **Specify Finish.** Ship. wt. 6 lbs.
611E1537—Madison Chime
Retail $32.95

Rittenhouse "Sentinel"
This modern designed chime will enhance any wall. Smart gold-trimmed cover tops individual resonator tubes finished in glowing polished brass. Chimes 2 notes for front door, one note for rear. Walnut Brown & Beige or Dark Beige & Brown. **Specify finish.** Size 12" x 8½". Ship. wt. 3 lbs.
584E591—"Sentinel" Chime
584_6E537—Six or more
Retail $8.95

Nutone "Mt. Vernon"
Colonial elegance produced in hammered brass. Two pleasant notes for front door, one for rear door. Size 7" x 11½". Ship. wt. 3½ lbs.
465E712—Mt. Vernon Chime
465_6E657—Six or more
Retail $10.95

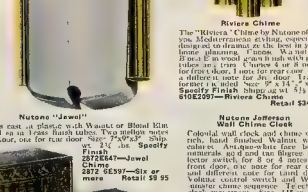


Nutone "Jewel"
Colonial cover is cast in plastic with Walnut or Blond Elm finish. Beautiful satin brass finish tubes. Two melodious notes sound for front door, one for rear door. Size 7⅞"x 9⅞". Ship. wt. 3½ lbs. **Specify Finish**
2872E647—Jewel Chime
2872 6E697—Six or more
Retail $9.95

Riviera Chime
The "Riviera" Chime by Nutone offers you Mediterranean styling, especially designed to blend in the best in your home planning. Choose Walnut or Blond Elm wood grain finish with tubes of brass. Chimes 2 notes for front door, 1 note for rear door and a different note for 3rd door. Transformer included. Size 9" x 14½" x 4". **Specify Finish** Ship. wt. 4½ lbs.
610E2097—Riviera Chime
Retail $34.95

Nutone Jefferson Wall Chime Clock
Colonial wall clock and chime with rich, hand finished Walnut wood cabinet. Antique-brass face, black numerals and hand. Has Bigrest Selector switch, for 8 or 4 notes for front door, one note for rear door and different note for third door. Volume control switch and West minster chime sequence. Electric clock movement. Size 11" wide x 16½" x 3½". Transformer included. Ship. wt. 15 lbs.
4126E587—Jefferson Wall Chime Clock
Retail $85.95

Nutone "Coronet"
Light Beige or Walnut finish plastic cover with gold decked grille cloth. Three satin brass tubes. Two notes for front door and one note for rear door. Size 8¾" x 2 ½" x 42½". Ship. wt. 5½ lbs. **Specify Finish.**
4638E1162—Coronet Chime
4638 3E1017—Three or more
Retail $16.95



Solid Brass Over Wood Frames

F.O.B. New York

Wood Box
1599F2200—Attractive farm scene. 18½" long, 14½" high, 13½" wide. Ship. wt. 17½ lbs.
Mfr's. Sugg. Retail $32.95

Umbrella Stand
2038F1320—Charming old English scene. 22½"x10"x7". Ship. wt. 11 lbs. **Mailable.**
Mfr's. Sugg. Ret. $19.95

Waste Basket
2639F880—Attractive Old English scene. 8"x8"x13½". Ship. wt. 6 lbs. **Mailable.**
Mfr's. Sugg. Ret. $12.95

Magazine Rack
1578F1247—Roomy, 2-compartment holder with attractive farm scene. 10"x7"x13½". Ship. wt. 8 lbs. **Mailable.**
Mfr's. Sugg. Retail $16.50

Solid Brass Planter Mod
2035F1687—Serves as coal scuttle or log holder for the fireplace, or as a **large planter.** Fine Lacquered finish. 15" dia. Ship. wt. 7 lbs. **F.O.B. New York. Mailable.**
Mfr's. Sugg. Retail $25.18

Ohio Art Shows Variety of 1967 Play Items

The Ohio Art Company, Bryan, Ohio, is currently offering a Hippity Hop Kangaroo Game and a Mystery Pistol Targetmaster Tournament Range as part of its line for 1967

The kangaroo game includes a mechanical kangaroo figure which a player can use to flip dice from its pouch by pressing down on its tail, an 18" diameter lithographed metal board, plastic storage drawers and 20 playing parts.

The target game, 31" long by 9" high by 5" wide, includes a 9" plastic gun and removable targets.

Other new games in the line include a Musical Work Bench with a dual tone speaker; a Musical Typewriter that shows five illustrated rollers that can start and stop separately; a Ring-Bac Gun that shoots out a plastic ring with a reverse spinning action that propels the ring back to the player; and an Action Drum that has metal chain connectors that make a boy and a girl figure jiggle.

Paper Novelty Redesigns Its Tinsel Garland Packages

The Paper Novelty Mfg. Company, Stamford, Conn., has introduced a new concept in the packaging of their 1967

tinsel garlands. The entire line of garland boxes for the 1967 season has been redesigned, employing the use of "photo-packs in living color."

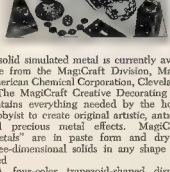
The packages feature family scenes, see illustration, on each box and the three different garland sizes are illustrated with combinations of father-daughter (extra-wide garlands), mother-son (traditional-width garlands), and a three-year-old girl (twist garlands).

The backs of Paper Novelty's garland packages have also been redesigned. Three basic scenes are illustrated on each: a tree branch decorated with icicles, the company's main product line; a tree laden with garlands and packages decorated and tied with tinsel garlands; and honeycomb foil Christmas bells.

The change in design was made, according to Frederick I. Wershaw, general sales manager, to increase eye appeal and provide a package with which the shopper will readily identify. Available in drug, variety and chain stores, the retail price of garlands ranges from 59¢ to $3.95 per package.

MagiCraft Offers Metal-Effect Hobby Kit

A new complete creative kit for decorating glassware, picture frames, wood objects, jewelry and other household objects



in solid simulated metal is currently available from the MagiCraft Division, Magic American Chemical Corporation, Cleveland

The MagiCraft Creative Decorating Kit contains everything needed by the home hobbyist to create original artistic, antique and precious metal effects. MagiCraft "metals" are in paste form and dry to three-dimensional solids in any shape desired

A four-color trapezoid-shaped display box contains tubes of craft steel, solid gold finish, solid silver finish and crystal clear cement, plus two packs of multi-colored glass jewels and a "How to" booklet with full instructions and suggested applications. All contents of the box are skin packed inside to cut down on pilferage, loss or damage.

Royalty Designs Shows Mustang Handle Bar Grips

Royalty Designs of Florida, Inc., recently introduced a new item to their line of bicycle handle bar grips.

The new grip, called the Mustang, following the sports car theme, comes in gold glitter plastic and has a mustang head safety feature at the end which is so designed as to keep the hand from slipping off the handle bar.

The new Mustang is skin-packaged and can be rack-displayed if desired.

World-Wide Introduces "All Gold" Twinkling Lights

"All Gold" weatherproof Twinkies, decorative miniature Christmas tree light sets, are currently available from World-Wide Enterprises, Chicago, Ill.

The little lights come in complements of 35, 50 and 100 bulbs per kit. Each bulb is finished in a subdued gold. Should one lamp go out, the rest will remain lit, providing the lamps are kept in their sockets.

Geller Rich's Toy Buyer

William Geller was recently named buyer of toys, hard goods and other items for Rich's Department Stores, Salem. Mass.

Brokers Hear Mattel Plans

HAWTHORNE, CALIF. — Plans for growth and expansion are being formulated at Mattel, Inc., here, Ruth Handler, president, recently told a meeting of the New York Society of Security Analysts.

"With completion of a new corporate structure through the recent appointment of a third executive vice president," she said, "the company is now implementing a planned program of expansion both within and outside the toy industry."

Seymour Rosenberg was recently named vice president, finance and administration.

Mattel believes it can continue to grow at a faster rate than the industry in segments where it presently operates, she told the meeting. Mattel accounts for about 9% of sales of the U.S. toy market.

"Moreover, the company intends to use existing and newly-acquired capabilities to enter new segments of the industry," Mrs. Handler said.

NOTICE TO THE TRADE

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Letters

Lauds Sales Rep Story

To the Editor:

We must offer immediate gratitude on the splendid item appearing in the October issue of TOYS & NOVELTIES on the subject of sales representatives and their problems. Your item beginning on page 37 under the caption "The Things That Bug Us" is put together in a very splendid manner and we are most happy to see that at last a trade publication is backing the representatives instead of always talking about the manufacturers

We of the Riemann, Seabrey Company are deeply appreciative for the material that has appeared in the October issue of your publication.

A. J. Degen
Riemann, Seabrey Co., Inc.

Criticises Trends Column

To the Editor:

Every month I look forward to reading TOYS & NOVELTIES, the marketing trends column, and every month you seem to play up the major toy items: "Matchbox," etc., etc.

As one of the leading wholesalers of toy and hobby merchandise on the East Coast, we have found that Military Miniatures by Associated Hobby Manufacturers have been one of the best selling items that our company has ever had. In talking with people from AHM, they advise me that they have sold over twenty-six million pieces of these miniatures. I am sure this is a record in both the toy and hobby industry. How many items can you think of that over more than twenty-six million have been sold? Miniatures, you know, are taking a stronger part in both the toy and hobby industry this year. Almost every department, discount and chain store, etc., will have a miniature department this year.

Another leading item which we have found is the "S" Series Figures by Airfix, which at 50¢ for the past several years have been fantastic movers.

Stanley M. Schwartz
B. Paul Distributors, Inc.

Popular Character

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TOY TRADE CALENDAR

October 17-20: 6th Japan International Toy Fair, Tokyo Trade Center, Tokyo.

October 27-29: 4th Annual Spring & Summer Toy Show, Atlanta Merchandise Mart, Atlanta.

October 27-29: National Hobbies & Crafts Exposition, New York Coliseum.

December 11-12: TMA's Annual Business Meeting, New York Hilton Hotel, New York.

January 6-11: International Toy Fair, Harrogate, England.

January 13-17: 1968 Independent Housewares Mass Merchandising Exhibit, Conrad Hilton Hotel, Chicago.

January 14-18: Juvenile Products Trade Show, Sheraton-Atlantic Hotel, New York.

January 16-18: 24th Annual Amusement Trade Exhibition, Alexandra Place, London N. 22.

January 28-February 1: 15th British Toy Fair, Brighton, England.

January 29-February 2: Western Winter Market 1968, Western Merchandise Mart, San Francisco.

January 31-February 6: Salone International del Giocatolli, Milan, Italy.

February 2-8: HIAA Convention & Trade Show, Sherman House, Chicago.

February 4-10: International Toy Exhibition, Paris, France.

February 10-16: Nuremberg Toy Fair, Nuremberg, Germany.

February 17-25: 7th Feria del Juguette, Valencia, Spain.

February 26-March 1: 28th Annual Canadian Toy Fair, Place Bonaventure, Montreal.

March 10: Toy Wholesalers Association Workshop, Waldorf-Astoria Hotel, New York.

March 10-14: International Toy & Trade Fair, New York Hilton Hotel, New York. (In conjunction with 9th International Bicycle & Motorcycle Show).

March 11-15: 65th American Toy Fair, Statler Hilton Hotel, New York.

Tandy Chartered in Okla.

OKLAHOMA CITY, OKLA.—The Tandy Corp. has been chartered to engage in business in Oklahoma with a paid-in capital stock of $10,000. Headquarters of the firm are in Fort Worth, Tex.

Playhouse Western Contest

HOUSTON—Playhouse Toy Stores, here, offered a Shetland pony as first prize in its "Be a Westerner" contest The contest was a promotion for the store's western outfits and items.

THE MOST SUCCESSFUL DOLLS IN AMERICA TODAY!
THE SKYROCKETING POCKETBOOK DOLL CATEGORY
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Volume Boosters!
Want to make something of it?
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PATIO AND TERRACE FURNITURE

Comfortable, beautiful and elegant, these pieces inspire gracious living indoors or out. Excellent quality, hand made steel frames with heavy enamel finish in **White, Black, Blue, Antique Gold, Olive Green, Porcelain** or **Yellow**. Reversible innerspring unit cushions upholstered in **Vinyl** in Turquoise, White, Olive Green, Antique White, Persimmon, Light Green, or Yellow, or in **Floral Print** with predominating colors of Green, Gold/Green, Brown Green Gold, Rust/Gold/Green or Blue, or in a **Combination of Vinyl and Floral Print** (one cushion upholstered in Vinyl and the other in Floral Print.) **Specify Fabric, Color and Finish. F.O.B. Alabama Factory. A complete catalog of Arlington House furniture will be mailed upon request on memo billing of $10.00.** Your account will be credited upon return of the catalog.

(Left)

17911F4934—Round Table. 29" H. x 42" dia. Ship. wt. 64 lbs. **Sugg. Retail $75.95**

17912F4284—Rectangular Table. (not illus.) 29" H. x 32" W. x 54" L. Ship. wt. 88 lbs. **Sugg. Retail $65.95**

17813F1684—Side Chair. 32½" H. x 18" W. Ship. wt. 17 lbs. **Sugg. Retail $25.95**

17914F1944—Arm Chair. (not illus.) 32½" H. x 20" W. Ship. wt. 17 lbs. **Sugg. Retail $29.95**

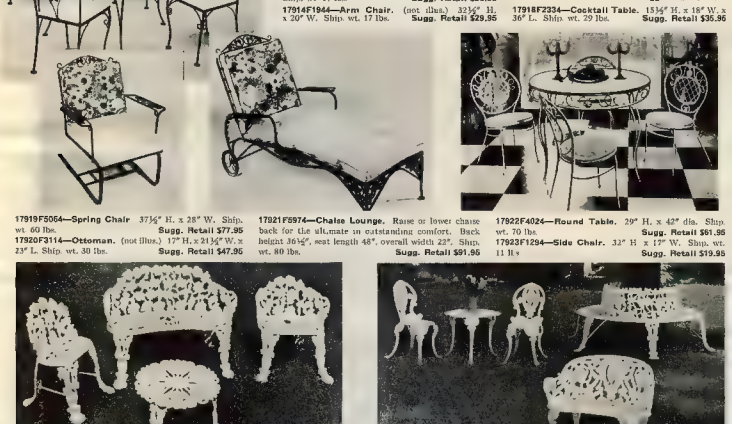
(Room Scene Above.

17916F4674—Arm Chair. 34" H. x 28" W. Ship. wt. 52 lbs. **Sugg. Retail $71.95**

17916F2464—End Table. 20" H. x 18" W. x 36" L. Ship. wt. 28 lbs. **Sugg. Retail $37.95**

17917F9744—Sofa. 34½" H. x 71¼" W. Ship. wt. 110 lbs. **Sugg. Retail $149.95**

17918F2334—Cocktail Table. 15¼" H. x 18" W. x 36" L. Ship. wt. 29 lbs. **Sugg. Retail $35.95**



17919F5064—Spring Chair 37½" H. x 28" W. Ship. wt. 60 lbs. **Sugg. Retail $77.95**

17920F3114—Ottoman. (not illus.) 17" H. x 21½" W. x 23" L. Ship. wt. 30 lbs. **Sugg. Retail $47.95**

17921F5974—Chaise Lounge. Raise or lower chaise back for the ultimate in outstanding comfort. Back height 36½", seat length 48", overall width 22". Ship. wt. 80 lbs. **Sugg. Retail $91.95**

17922F4024—Round Table. 29" H. x 42" dia. Ship. wt. 70 lbs. **Sugg. Retail $61.95**

17923F1294—Side Chair. 32" H. x 17" W. Ship. wt. 11 lbs. **Sugg. Retail $19.95**

Cast Iron and Aluminum Lawn and Garden Furniture

The tradition of the South with the modern touch. Authentic reproductions of lawn and garden furniture that give more than a lifetime of service and wear. Every piece craft-patterned from original match plates. Every detail classically reproduced. Three coat finishing process assures lasting charm and lasting beauty. Finished in durable White baked-on enamel. Choice of Aluminum or Iron. F.O.B. Indiana Factory.

GRAPE AND LEAF DESIGN

10770F1265—Armless Chair. Aluminum 15" wide, 26" high Seat 9" deep. Ship. wt. 15 lbs. **Sugg. Retail $21.95**

11143F1059—Armless Chair. Same as above in Iron. Ship. wt. 40 lbs. **Retail $16.95**

10771F2226—Lawn Settee. Aluminum. 4 legs with cross support. 34" long, 32" high. Seat 17" deep. Ship. wt. 30 lbs. **Sugg. Retail $35.50**

11144F1721—Lawn Settee. Same as above in Iron. Ship. wt. 65 lbs. **Retail $27.50**

10988F1023—Coffee Table. Aluminum. 21" diameter, height 14". Ship. wt. 13 lbs. **Sugg. Retail $16.50**

11145F825—Coffee Table. Same as above in Iron. Ship. wt. 33 lbs. **Retail $12.95**

10989F1721—Round Chair. Aluminum. 18" wide, 26" high. Seat 12" deep. Ship. wt. 18 lbs. **Sugg. Retail $27.50**

11146F1306—Round Chair. Same as above in Iron. Ship. wt. 48 lbs. **Retail $21.00**

10990F6334—4-Pc. Lawn Set. Aluminum Chair-Lawn Sotter-Coffee Table-Round Chair. Description as above. Ship. wt. 76 lbs. **Sugg. Retail $101.50**

11147F4921—4-Pc. Lawn Set. Same as above in Iron. Ship. wt. 186 lbs. **Retail $78.95**

CLASSIC DESIGN

10991F1188—Classic Chair. Aluminum. Ship. wt. 13 lbs. **Sugg. Retail $18.05**

11148F890—Classic Chair. Same as above in Iron. Ship. wt. 28 lbs. **Retail $14.50**

10992F1021—Coffee Table. Aluminum. Diameter 21½", height 17½". Ship. wt. 13 lbs. **Sugg. Retail $16.50**

11149F825—Coffee Table. Same as above in Iron. Ship. wt. 29 lbs. **Retail $12.95**

11048F5938—Round-Tree Bench. Aluminum. To fit 32" diameter tree. Ship. wt. 175 lbs. **Sugg. Retail $94.95**

11150F4750—Round-Tree Bench. Same as above in Iron. Ship. wt. 200 lbs. **Retail $75.95**

11049F4513—Round-Tree Bench. Aluminum. To fit 18" diameter tree. Ship. wt. 130 lbs. **Sugg. Retail $71.95**

11151F3563—Round-Tree Bench. Same as above in Iron. Ship. wt. 150 lbs. **Retail $56.95**

11050F2494—Classic Bench. Aluminum. Length 39". Ship. wt. 35 lbs. **Retail $39.95**

11152F1900—Classic Bench. Same as above in Iron. Ship. wt. 69 lbs. **Retail $29.95**

OUTDOOR FURNITURE BY John Hancock FURNITURE MFG. CO.

The ultimate in redwood luxury for the finest outdoor settings. Gracefully curved frames constructed exclusively of the very finest genuine California redwood available. 2" seasoned and dried stock used in all pieces, and sealed to protect the natural color and beauty. All hardware is plated for weather resistance. Helical springs tied each side to hard aluminum strapping for superior support on all cushioned seating pieces. All cushions are covered with extra durable vinyl on one side and vat-dyed duck on the reverse side. **Specify** choice of Yellow floral vinyl with solid Rust duck, Green/Blue floral vinyl with solid Green duck; solid Green vinyl and duck or solid Rust vinyl and duck. Umbrella for illustrative purposes only. **F.O.B. New Jersey, Ohio or California Factory.**

DELUXE REDWOOD PATIO FURNITURE

(Patio Scene Above)

17333F531—End Table Bench 22"x14"x16" H. Ship wt. 14 lbs. **Sugg. Retail $8.50**

17334F4125—Deluxe Love Seat. 54½" wide, 35" deep. 6" wheels. Two 2-piece cushions. **Specify color.** Ship. wt. 55 lbs. **Sugg. Retail $65.95**

17335F2850—Deluxe 50" Round Umbrella Table. (Umbrella not included.) 6" wheels. Ship. wt. 82 lbs. **Sugg. Retail $45.50**

17336F3606—Deluxe 60" Round Umbrella Table. 6" wheels. Ship. wt. 105 lbs. **Sugg. Retail $57.95**

17337F1613—Set of Two Curved Benches. 40"x12"x16" H. Ship. wt. 34 lbs. **Sugg. Retail $25.95**

17338F2931—Deluxe Club Chair. 35" deep, 32" wide. 6" wheels. 2-piece cushion. **Specify color.** Ship. wt. 38 lbs. **Sugg. Retail $46.95**

17339F1406—Ottoman. (Not illustrated.) Doubles as extra seat. 24" deep, 23" wide. **Specify color.** Ship. wt. 21 lbs. **Sugg. Retail $22.50**

17340F1119—Round Coffee Table. 28" diameter, 16" high. Ship. wt. 26 lbs. **Sugg. Retail $17.95**

17341F3531—Deluxe Chaise Lounge. 3 position adjustable back. One piece cushion. 73" long, 34" wide. 6" wheels. **Specify color.** Ship. wt. 52 lbs. **Sugg. Retail $56.50**

(Patio Scene Right)

17342F3695—Contour Chaise Lounge. 3 position adjustable back. One piece cushion, 69" long, 34½" wide. 6" wheels. **Specify color.** Ship. wt. 45 lbs. **Sugg. Retail $58.50**

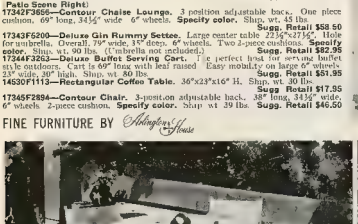
17343F5200—Deluxe Gin Rummy Settee. Large center table 23¾"x27½". Hole for umbrella. Overall, 79" wide, 35" deep. 6" wheels. Two 2-piece cushions. **Specify color.** Ship. wt. 90 lbs. (Umbrella not included.) **Sugg. Retail $82.95**

17344F3263—Deluxe Buffet Serving Cart. The perfect host for serving buffet style outdoors. Cart is 69" long with leaf raised. Easy mobility on large 6" wheels. 23" wide, 30" high. Ship. wt. 80 lbs. **Sugg. Retail $51.95**

14520F1113—Rectangular Coffee Table. 36"x23"x16" H. Ship. wt. 30 lbs. **Sugg. Retail $17.95**

17345F2894—Deluxe Chair. 3-position adjustable back. 38" long, 34½" wide. 6" wheels. 2-piece cushion. **Specify color.** Ship wt 39 lbs. **Sugg. Retail $46.50**

FINE FURNITURE BY Arlington House



Cushioned Wrought Iron Set. So comfortable—polyfoam seat cushions covered in **Persimmon, Yellow, Olive Green, Light Blue or White** plastic. Wrought iron frames in **White, Black, Blue, Green, or Yellow** finish. **Specify frame and cushion color. F.O.B. Alabama Factory.**

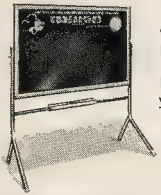
Cat. No.		Ship. Wt.	Retail
17892F787	5 Pc. Set. 42" Umbrella Table, 4 Chairs.	152 lbs.	$119.95
17893F6827	5 Pc. Set. 48" Umbrella Table, 4 Chairs.	160 lbs.	135.95
17894F2405	42" Umbrella Table.	57 lbs.	36.95
17895F3315	48" Umbrella Table.	62 lbs.	51.00
17896F3540	Set of 2 Chairs.	50 lbs.	28.00 ea.

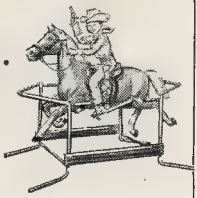
Elegant Wrought Iron Patio Set. Dramatic accent for any patio! Beautiful styling . . . all pieces with decorative scroll accents, chairs with comfortable rounded backs. Rustproof baked on enamel finish. **Specify color: White, Black, Blue, Green or Yellow. F.O.B. Alabama Factory.**

Cat. No.		Ship. Wt.	Retail
12544F7794	5 Pc. Set. 42" table, 4 chairs.	140 lbs.	$119.95
10931F2984	Regular Table Only. No umbrella hole.	52 lbs.	45.95
17897F7794	5 Pc. Set. 42" umbrella table, 4 chairs.	140 lbs.	119.95
17898F2984	Umbrella table only.	52 lbs.	45.95
10930F3237	Set of 2 chairs.	42 lbs.	24.95 ea.

M. A. HENRY · DELUXE *is...*

where the profit is!





Come in and see your new, best-seller, profit makers for '67! Exciting toys — ideas — and packaging! All meant to keep your cash registers ringing the year 'round!

ROOM 456

FIFTH AVENUE BUILDING

M. A. HENRY DELUXE GAME CORP.

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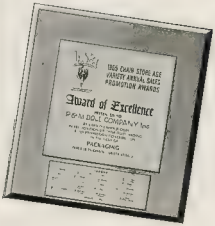
THE ONLY DOLLS variety chain buyers found worthy of a 1965 *and* 1966 VASPA Award for Packaging!

P&M's Little Princess

P&M's Royal Princess



P&M AND DOLL COMPANY INC.

COME IN AND SEE US DURING TOY FAIR

200 Fifth Avenue, New York, N.Y. 10010

4558A1200—Rawlings' Mickey Mantle Autograph Glove. Made of heavy-weight leather with cowhide lining. Spiral laced speed trap web, deep well pocket and skip laced down thumb and little finger. Shearling lined Comfo-Lok wrist adjustment.
Retail $16.75

4600A850—Endorsed by Harmon Killebrew. Orip-Tite pocket is large and deep. Fast closing action with snap action palm lacing. Leather laced finger tips and palms. Full web design for sure handed trapping
Retail $18.50

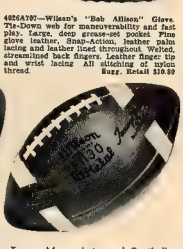
4499A500—Spalding's "Whitey Ford" Signature Glove. A versatile full size glove with a two-ply Super-Flex web and spiral-wrapped whipping. Has narrow L-Shaped heel design with full leather lining and tie-down wrist strap.
Sugg. Retail $12.45

4256A797—Wilson's "Bob Allison" Glove. Tie-Down web for maneuverability and fast play. Large, deep grease-set pocket. Fine glove leather, Snap-Action, leather palm lacing and leather lined throughout. Welted, streamlined back fingers. Leather finger tip and wrist lacing. All stitching of nylon thread.
Sugg. Retail $19.50

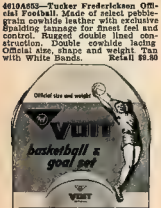
4610A653—Tucker Frederickson Official Football. Made of select pebble-grain cowhide leather with exclusive Spalding tannage for finest feel and control. Rugged double lined construction. Double cowhide lacing. Official size, shape and weight. Tan with White Bands.
Retail $9.50

Collegiate Football Kit
3640A841 — Complete football kickoff set. Contains a long wearing official football with water-proof, scuff-proof rubber cover plus a bright yellow plastic kicking tee and handy inflating pump. The tee is the same design as that used in most professional, collegiate and high school games. Ship. wt. 3 lbs.
Retail $13.50

Mike Ditka Official Football
4410A667—Finished in grain leather with leather laces, the ball has a double lining and white stripes around each end.
Sugg. Retail $10.50



Tommy Mason Autograph Football
4611A710—Made of full pebble-grain cowhide panels crafted with care to form cover. A rugged, double fabric lining holds shape. Rubber valve bladder, double laces. Official size and weight. Tan leather with two white stripes.
Retail $10.50



Collegiate Basketball Set
3338A1031—Convert your backyard into a play-ground with this kit. Set contains official Collegiate basketball with a Nylon 60 carcass encased in a long-wearing rubber cover, plus sturdy ½" steel "Net-Lock" goal and net. Rules for 1-goal games and mounting instructions included. Ship. wt. 10 lbs.
Sugg. Retail $16.50
3334A765—Official Collegiate basketball only.
Sugg. Retail $11.95

Collegiate Tetherball Set
3338A1378—This set provides a complete game for backyard or beach. Tetherball is becoming one of the nation's fastest growing games as it provides for a variety of team games. Contains long wearing official tetherball with durable lining and stingless rubber cover, compact 10', 3-section pole; 6" ground sleeve, installation instructions and games rules. Ship. wt. 15½ lbs.
Sugg. Retail $21.45

MacGregor Basketball and Goal Set
4412A880—This set contains the F933 basketball and the S10G "Net Hook" goal with net. Ball is official size and weight with nylon wound carcass and pebble grain finish. Goal is official size 18-inch diameter ring of ½-inch round steel. Orange baked enamel finish. Net is No. 30 thread. Ship. wt. 5 lbs.
Retail $13.50

Scholastic Indestructo Basketball
3120A580—Features endorsement by famous star, Tom Gola. Ideal for play on any court surface. Composition cover, Nylon 30 carcass, official size and weight. Orange in color.
Sugg. Retail $8.50

Collegiate Indestructo Basketball
3247A693—Autographed by Jerry West. Gives top performance in rugged play. Has pebbled, composition cover and a high quality nylon 60 carcass. Official size and weight. Orange in color.
Sugg. Retail $12.50

Rick Barry Personal Basketball
4182A809—Top quality rubber-covered basketball with Orange Permalite outer cover. Rugged Ny-Weave inner construction consisting of two miles of steel-strong nylon winding. Tough butyl rubber valve bladder. Official size and weight.
Sugg. Retail $12.46

DEALER AIDS

Monogram Displayers Offered for Models

MORTON GROVE, ILL.—Special in-store displays designed to spark the introduction of three new hobby kits have been developed by Monogram Models, Inc., here.

A 36-kit display of Monogram's World War II Fighters features the Grumman Tigercat Navy Fighter. Seven different $1 airplanes in 1/72 and 1/48 scale make up this display assortment.

The Super Modified Sportsman dirt-track racer heads a seven-number assortment of 1/24 scale Monogram racing and show cars. The display contains 24 $1.50 kits.

The $2 Hurst Hairy Olds super drag car is contained in another retailer display, which holds 12 of the 1/24 scale kits. The unit is 51½" high.

Statement of Ownership, Management & Circulation (Act of Oct. 23, 1962; Section 4369, Title 39 U S, Code)

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7. The Owner is: If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual must be given: Tops & Novelties Publishing Co. Inc. 111 Fourth Avenue, New York, N. Y. 10003 Thomas B. Hare, 117 Marshall Ridge Road New Canaan, Conn. Virginia A. Hare, Trustee for Thomas Beth Hare, Jr. 117 Marshall Ridge Rd. New Canaan, Conn. Virginia A. Hare Trustee for Virginia Ann Hare 117 Marshall Ridge Road New Canaan, Conn. Virginia A. Hare Trustee for John A. Hare, 117 Marshall Ridge Road New Canaan, Conn. Virginia A. Hare, Trustee for Paul J. Hare, 117 Marshall Ridge Road, New Canaan, Conn. Virginia A. Hare, Trustee for Janet M. Hare, 117 Marshall Ridge Road, New Canaan, Conn.
8. For optional completion by publishers mailing at the regular rates (Section 132.121, Postal Service Manual) 39 U.S.C. 3626: Not applicable.
9. Paragraphs 7 and 8 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner. Name and addresses of individuals who are stockholders of a corporation which itself is a stockholder or holder of bonds, mortgages or other securities of the publishing corporation have been included in paragraphs 7 and 8 when the interests of such individuals are equivalent to one percent or more of the total amount of the stock or securities of the publishing corporation.

10.	Average No. copies each issue during preceding 12 months	Single issue nearest to filing date
A. Total No. copies Printed (Net Press Run)	18,640	13,260
B. Paid Circulation		
1. Sales through dealers and carriers, street vendors and counter sales	538	548
2. Mail Subscriptions	8,495	9,274
C. Total Paid Circulation	18,035	19,022
D. Free Distribution (including samples) by mail, carrier or other means	2,463	2,771
E. Total Distribution (Sum of C and D)	19,938	19,793
F. Office use, left-over unaccounted, spoiled after printing	708	467
G. Total (Sum of E & F should equal net press run shown in A)	18,646	19,260

(Signed) GEORGE WARD
Business Manager

DOLITTLE DISPLAYER

Golden Press Package Holds Dolittle Books

NEW YORK—A prepack floor display holding 30 Dr. Dolittle-related books is available from Golden Press.

The merchandiser holds 18 of the Dr. Dolittle's Look-Inside Book and 12 of Dr. Dolittle's Merry-Go-Round, for a total retail value of $50.40.

Mats Re-Wrapped

EATON MAT PACK

HAMBURG, N.Y.—A new Christmas wrap package has been adopted for Holiday Tree Mats by Eaton Brothers Corp., here.

The company expects the new packaging to step up impulse purchases.

The mats are used to hide the base of Christmas trees, add to the beauty of the display, hide fallen needles and show off gift packages. They come flameproofed and mildew-proof in five colors.

Remco, Cape May Street, Harrison, N.J.

Atlanta Market Dates Set

ATLANTA—The Fourth Annual Spring and Summer Toy Show sponsored by the Southeastern Toy Travelers Association, will take over 30,000 square feet of the Atlanta Merchandise Mart for the week-end of Oct. 27-29.

Approximately 350 buyers from throughout the Southeast are expected to attend the three-day show which is being expanded this year. New displays of juvenile furniture, variety merchandise, Easter goods and drug and sundry items will be shown along with the toys, novelties and imports usually associated with the show. Over 300 lines will be featured.

"We're proud of our progress over the past four years, and exhibitors are enthusiastic about the expanded format," said Ed Conrad, show producer. "With the annual increase in buyer attendance, many of whom select the lines for other departments, we are forced to include a wider variety of display than ever before. This new expansion represents a healthy and substantial growth, and buyers are approving the change."

Conrad noted that representatives of variety retail outlets, drug outlets, mass merchandisers, toy stores and home furnishings outlets will be on hand for the show.

Buyers from as far north as Canada attended the 1966 show. All southeastern states were represented with registrations from North and South Carolina, Georgia, Florida, Alabama, Mississippi, Kentucky, Tennessee, Virginia and West Virginia.

Dime Display

Ten-cent items were played up in this display on the end counter leading into the toy department of the Preston Royal T. G. & Y. Store, Dallas.

Dallas Enthusiasm Up

DALLAS—Registration hit new highs at the Market Center Gift & Jewelry Show held here Sept 3-8, while toy jobbers holding concurrent shows also reported good attendance.

Registered buyers topped the 10,000 mark for the first time ever at any Dallas Market Center show, reported Bill Cooper, vice president and general manager of the Dallas Market Center.

Jobbers were reporting strong buying at their private shows.

"Buyers were placing nice orders, making the September show our best yet," said Sam Adkins, toy buyer for Cullum & Boren.

Wet weather during the entire week failed to dampen buyers' spirits. In fact, many reps felt the rain, which broke a drought, made buyers more optimistic. Buyers were also beginning to be concerned over possible shortages, they said.

Dallas Trade Mart Slates Expansion

DALLAS—An expansion program has been announced for the Dallas Trade Mart and Apparel Mart. Beginning immediately, nearly a quarter-million square feet will be added in the Dallas Market Center.

The program, which is expected to be completed by August, 1968, includes 58,000 square feet for the Trade Mart, 155,552 for the Apparel Mart, and a 20,000-square-foot separate warehouse for light storage behind the Trade Mart.

Toy showrooms on the second floor of the Trade Mart possibly may be moved to the first floor to keep all toy firms together, but plans have not yet been finalized.

"Manufacturers of apparel, furniture, housewares, toys and accessories have literally demanded that we provide more space," Market officials said, "to further accommodate the ever-growing number of store buyers attending our 20 major markets.

T. G. & Y. Stores Reorganize

OKLAHOMA CITY—T. G. & Y. stores has announced a reorganization of its buying department. Bob Ray, formerly toy buyer, has been appointed group buyer over toys, hobbies and sporting goods.

Jim Carel has been named assistant buyer in toys and Tim Hogle as assistant buyer in hobbies and sporting goods.

Remco, Cape May Street, Harrison, N.J.

SAFARI™

Built with extra features not found in other portables. Combines full-size keyboard and office machine performance with convenient portability. Fingertip control panel puts all controls up front for speed and convenience. Paper glides in straight with Roll 'n Ready Paper Feed. Instant margin set with Magic® Margin. Twin-Pak® ribbon cartridge lets you switch ribbons in seconds without touching inky ribbon. Type columns easily with Magic® Column setting. Center of paper can be located at a glance with Magic® Meter. Line Finder for typing between lines. Touch Control® for light, medium, or heavy touch. Two-color ribbon and Stencil control. Pica, Elite or Spencerian type. (See type samples below.) **Specify color.**

808N8760—Pica
876N8760—Elite
880N8760—Script **Sugg. Retail $117.50**

Choice of Blue (shown)

Shipping weight 22 lbs.

GUARANTEED 5 YEARS

INCLUDED
Deluxe carrying case styled to complement your finest airline luggage.

PORTABLES BY ROYAL®

THE MOST FAMOUS NAME IN TYPING

EXTRA EXCLUSIVE FEATURES . . . EXTRA DEPENDABILITY . . . EASIEST TO USE

- EVERY YEAR MORE ROYAL TYPEWRITERS ARE BOUGHT IN AMERICA THAN ANY OTHER BRAND
- PRECISION MADE BY EXPERT CRAFTSMEN
- GUARANTEED FIVE YEARS*

PARADE

GUARANTEED 5 YEARS

Shipping weight 15 lbs.

INCLUDED
Lustrous leather-grain vinyl luggage style carrying case.

Full-featured for [illegible] performance. Full-size keyboard with quick-action Tabulator Quick-Set margins and Variable Line Spacer. Margin release/anti-jam key and 1 1½-2 line spacing. Types between lines with Line Finder. Hideaway paper support. Choose Pica or Elite type. Available in Gray color (shown).

904N5220—Pica
905N5220—Elite

Sugg. Retail $69.95

ROYALITE™

GUARANTEED 5 YEARS

Handsome slimline "Console" carrying case

Shipping weight 12 lbs.

Finest quality at a budget price. Full-size keyboard. Roll 'n Ready Paper Feed inserts paper ready to type. Magic® Meter finds center of page for even margins. Visible Margin Controls. Completely enclosed bottom seals out dust and dirt. Choose Pica or Elite type. Available in Beige color (shown).

906N4050—Pica
907N4050—Elite

Sugg. Retail $52.50

This is Pica type...this is Elite type
Small Spencerian (12. characters per inch)

*Royal Typewriter Company, Inc., guarantees replacement at no charge, other than labor and shipping, of any defective part (except rubber parts, ribbon or parts damaged by accident or misuse) within 5 years of purchase. No labor charge within first 90 days. Guarantee covers only original purchaser.

REMINGTON

first name in typewriters . . . the last word in portables!

This is Pica

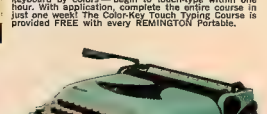
This is Elite

This is *Script*

FREE! REMINGTON

Color-Key Touch Typing Course

Remarkably fast, easy to learn. Fingers are matched to keyboard by colors — begin to touch-type within one hour. With application, complete the entire course in just one week! The Color-Key Touch Typing Course is provided FREE with every REMINGTON Portable.



THE "STREAMLINER"

The budget-priced portable with these expensive features: **Armor/Shield** construction for accident-proof protection. Won't chip, dent or rust . . . tougher than metal. **Lightweight** but sturdy —never "creeps." Built to last! **Variable line spacer.** Both single and double line spacing. **Full 84 character keyboard.** Available with Pica type Durable, good looking built-in carrying cover.

866N3910—Streamliner Typewriter

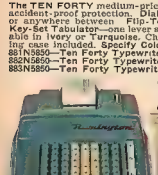
Suggested Retail $58.00

THE "TEN FORTY" . . . moderate price with deluxe features

The **TEN FORTY** medium-priced portable with luxury features. **Armor/Shield** construction, accident-proof protection. **Dial-a-Touch Control** for the right "feel" in typing—light, heavy or anywhere between Flip-Top cover for quicker, easier cleaning and ribbon changing. **Key-Set Tabulator**—one lever sets and clears tab stops. Full size standard keyboard. Available in Ivory or Turquoise. Choice of Pica, Elite or Script (on special order) type. Carrying case included. Specify Color.

881N5850—Ten Forty Typewriter—Pica ..... Sugg.
882N5850—Ten Forty Typewriter—Elite ..... Retail
883N5850—Ten Forty Typewriter—Script $86.50

Remington office machines



Model 10811

Model 8

Model 100

ELECTRIC ADDING MACHINES

Model 10811

844N7552—A low cost heavy duty hand operated adding machine, direct subtracting, single stroke answers Jam-proof keyboard, automatic jump totals and subtotals; self correcting keyboard. Lists 8, totals 9 columns. Retail $99.50

Model 8

855N5034—Compact electric adding machine combines business-machine performance with lightweight portability It has a 10-key keyboard. Lists 8 columns, totals 9. Durable "cycolac" molded case, transparent paper knife with serrated edge. Built-in interlocks provide greatest accuracy. Weight 9 lbs., size of base 6"x10". Retail $79.50

Model 100

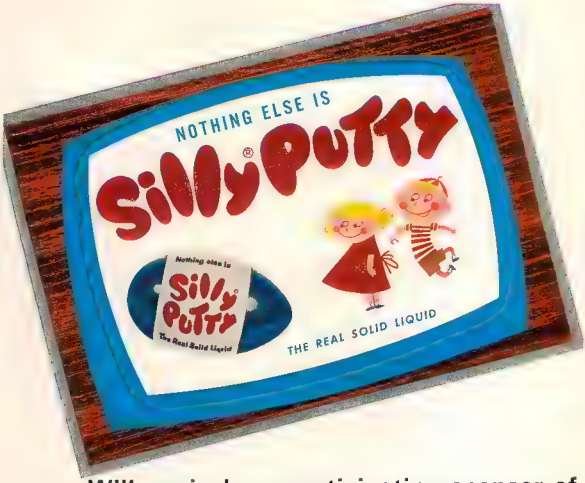
856N11347 A fully electric adding machine 115 Volts AC-DC "Ten key keyboard, add bar, subtract bar, sub-total, repeat, total and correction, column capacity 7 listing, 8 totaling Beige case. Instruction Book, Dust Cover, Reel of Tape and Ribbon. 14" L., 9" W., 7" H Ship. wt. 24 lbs. Retail $149.50

Cash Register

HAND OPERATED CASH REGISTER

846N14042—Remington Cash Register. Bookkeeping cash register and adding machine Self-balancing, subtracts paid-outs, cash in drawer always balances with total on tape; locked-in totals, subtotals, one-key, fiveway lock; tamper-proof tape, nine designation keys Size 18¾" L., 13¼" W., 10¾" H. Ring-up $9,999 99. Total $99,999 99. Retail $222.00

Retail Prices Are Suggested Only and May Vary in Different Trading Areas



Will again be a participating sponsor of

CAPTAIN KANGAROO

ON THE CBS TELEVISION NETWORK

24

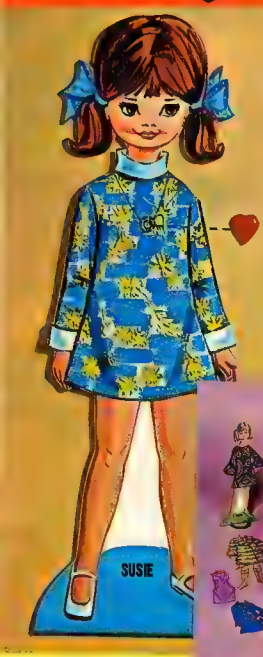
ONE-MINUTE SPOTS

OCTOBER 23–
DECEMBER 16

Silly PUTTY MARKETING
P.O. Box 741, New Haven, Connecticut

Now, Paper Dolls are a 'Snap'... with

Standard Toykraft's "MAGIC LOCK-ET" PAPER DOLLS



*PAT. PEND.

No Tabs! No Paste! Dresses Snap On Like Magic!

. . . Standard Toykraft treats a year 'round staple in a new and exciting way! 'Magic Lock-et Paper Dolls' wear their clothes with style! No slip, no fuss, nothing ever out of place! Every dress stays on with a fashion coordinated 'Magic Lock-et'. Your young customers will love and desire 'Susie,' 'Debbie' and 'Connie'! Each in her own beautifully illustrated pilfer proof sealed package complete with 10" doll, a full set of dresses and accessories, scissors, doll stand, and set of different 'Magic Lock-ets'.

When it takes new ideas to improve old favorites, . . . look to Standard Toykraft.

Suggested Retail: $1.00

ORDER your 'Magic' profit-makers, TODAY!

No. 701 MAGIC LOCK-ET PAPER DOLL ASSORTMENT

No. 701-2 DEBBIE **No. 701-1 SUSIE** **No. 701-3 CONNIE**

Size of Box: 15" x 8" x 1¼". Standard Packing: 2 dozen to the carton (8 each of Susie, Debbie and Connie)
Weight- 14 lbs to the carton

See Other Side for Entering Our "Living Doll" Contest

Standard Toykraft INC. *A DIVISION OF AVALON INDUSTRIES, INC.*

OFFICES • PLANT: 95 LORIMER STREET • BROOKLYN, N. Y. 11206 • EV 4-6500
SHOWROOM: SUITE 557 • 200 FIFTH AVENUE • NEW YORK, N. Y. 10010 • OR 5-2059

Standard Toykraft's

"MAGIC LOCK-ET"* PAPER DOLLS inspire a 'LIVING DOLL' CONTEST

The real-life Susie, Debbie and Connie will each WIN A FABULOUS FUN FASHION WARDROBE MADE COMPLETELY OF PAPER AND A $50.00 U.S. GOV'T SAVINGS BOND

Send us a picture of your favorite living doll, . . . your daughter, grandaughter or niece, or the prettiest little girl you know! She might win a collection of the marvelous fun fashion wardrobe made completely of paper that all the fashion magazines are featuring, besides, the $50.00 U.S. Gov't Savings Bond. Our panel of judges will select a real life Susie, Debbie and Connie from three age ranges! . . under ten, from eleven to fifteen, and from sixteen to twenty years old.

3 GRAND PRIZES

ONE IN EACH AGE GROUP

A complete wardrobe
of colorific paper clothes
and a $50.00 U.S. Gov't Savings Bond.

ALL THE LIVING DOLL PHOTOS WILL BE FEATURED IN A DISPLAY AT OUR SHOWROOM AT THE TOY FAIR!

IT'S EASY TO ENTER... ALL YOU DO IS...

Fill in the Official Entry Blank and send it with an attached photograph of your favorite 'Living Doll' to:

*Patent Pending

OFFICIAL ENTRY BLANK

"CONTEST",
STANDARD TOYKRAFT, INC. A Division of Avalon Industries, Inc.
95 LORIMER STREET, BROOKLYN, N.Y. 11206

Living Doll's Name _____ Age _____

Address _____

City _____ State _____ Zip _____

Entered by _____

Firm _____

Address _____

City _____ State _____ Zip _____

Relationship to Contestant _____

'Living Doll' Contest Ends January 31, 1968.
Winners to be announced on or about February 15, 1968.
All photos become the property of Standard Toykraft, Inc.

© 1967, 'Living Doll' Contest Standard Toykraft, Inc. Brooklyn, N. Y. 11206

Structo Shows Turbine Cab Design for 1967

A snorkel fire truck which "operates hydraulically, propelling a 20-foot stream of water with the aid of a hose adaptor" is one of a number of new items being shown for 1967 by the Structo Division, King-Seeley Thermos Company, according to Hy Schiff, vice-president-sales.

This addition to Structo's Pow-r-r-r-r fleet features a "turbine" cab with large, wrap-around windshields. The steel fire truck has a basket swivel and a simulated dome light along with a batteryless sound attachment that simulates an engine motor in action.

Another new wheeled item is an automobile transporter showing open-sided girder construction, an adjustable loading ramp, and wheels with nickel-plated hubcaps.

The company is also showing an hydraulic sanitation truck and a tractor trailer truck with 375 cubic inches of space for cargo in the trailer section as well as adjustable wheels. Its back doors swing open, and a spare wheel is shown on the cab's coupling.

The firm has incorporated the new "turbine" cab styling in most of its larger trucks.

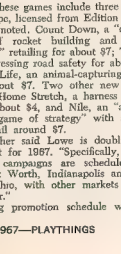
Structo's Kompak line includes a mobile merry-go-round that rotates and rings a bell as the truck is moved.

This truck shows revolving hand-painted animal figures that revolve around a center pole. Another item in this line is the Kenya Karryall, a truck with cages whose doors can be opened to take out or put in plastic, wild animal figures. The cages are removable so that the truck can also be used as a flatbed hauler. A lever-operated sanitation truck is also reported to be part of this line.

Structo plans ads in *Life*, *Look*, the *Reader's Digest* and the *Saturday Evening Post*, Mr. Schiff concluded.

Lowe to Show New Games at Toy Fair

A number of new games will be shown by the E. S. Lowe Company at Toy Fair, according to Bernard Alpher, marketing director. These games include three games from Europe, licensed from Edition Carlit, Zurich, as noted. Count Down, a "dramatization of rocket building and moon exploration" retailing for about $7; Traffic, a game stressing road safety for about $6 and Wild Life, an animal-capturing game set for about $7. Two other new Lowe items are Home Stretch, a harness racing game at about $4, and Nile, an "ancient Egyptian game of strategy" with a suggested retail around $7.



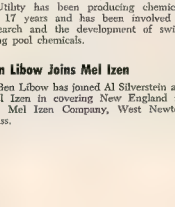
Bernard Alpher

Mr. Alpher said Lowe is doubling its TV budget for 1967. "Specifically, intensive spot campaigns are scheduled for Dallas-Fort Worth, Indianapolis and Columbus, Ohio, with other markets to be added later."

A spring promotion schedule will include Yahtzee and Scribbage, the Lowe staples, and a pre-Christmas campaign will concentrate on the new items, Mr. Alpher concluded.

Utility Chemical Redesigns Containers

The Utility Chemical Company, Paterson, N.J., is currently offering its complete line of algaecides, PH control agents,



chlorine agents, filtration aids, water testing equipment and pool maintenance chemicals in redesigned plastic containers and plastic caps. Paper labels have been discarded in favor of lettering directly applied to the container.

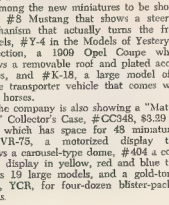
Utility has been producing chemicals for 17 years and has been involved in research and the development of swimming pool chemicals.

Ben Libow Joins Mel Izen

Ben Libow has joined Al Silverstein and Mel Izen in covering New England for the Mel Izen Company, West Newton, Mass.

Bronner Offers New "Matchbox" Miniatures

The Fred Bronner Corporation, the exclusive distributors of the "Matchbox" line of die-cast metal miniatures, is showing a number of new items and displayers at the 1967 International Toy And Trade Fair, to be held in March at the New York Hilton.

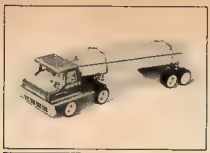


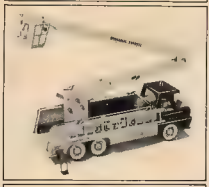
Among the new miniatures to be shown is a #8 Mustang that shows a steering mechanism that actually turns the front wheels, #Y-4 in the Models of Yesteryear collection, a 1909 Opel Coupe which shows a removable roof and plated accessories, and #K-18, a large model of a horse transporter vehicle that comes with four horses.

The company is also showing a "Matchbox" Collector's Case, #CC348, $3.39 retail, which has space for 48 miniatures, #MVR-75, a motorized display that shows a carousel-type dome, #404 a compact display in yellow, red and blue that holds 19 large models, and a gold-toned rack, YCR, for four-dozen blister-packed cards.

KOMPAK FLEET

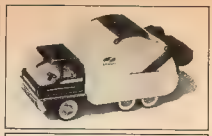
No. 176 Kenya Karryall
No. 178 Sanitation truck
No. 174 Mobile Merry-go-round

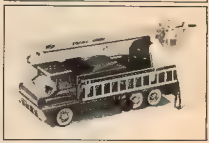




LIVE-ACTION FLEET

No. 360 Timber Toter
No. 380 Snorkel Utility Truck
No. 319 Hydraulic Dump Truck





POW-R-R-R FLEET

No. 474 Hydraulic Sanitation Truck
No. 465 Snorkel Fire Truck
No. 492 Auto Transporter

Structo is growing up this year

Growing up with nine new models to lead the line for 1967. These new models represent a massive tooling investment *without* price increases. Add them to the rest of the Structo line, and you've got a great thing going for you . . . great because they're not promotional toys that have to be discounted to the non-profit level. You get profit, your customer gets satisfaction.

Grown-up approach to advertising is directed to the major buying influence for toy trucks: parents . . . in the magazines that reach 68,301,000 adults. *Life. Look. Saturday Evening Post* and *Reader's Digest.* This represents a major investment on our part . . . to help you *sell.*

Put it all together and it means the hottest year yet for Structo trucks . . . it's a line to grow on.

STRUCTO®

the indeSTRUCTObles

STRUCTO DIVISION
KING SEELEY KST THERMOS CO.
FREEPORT, ILLINOIS 61032

Structo is growing up this year

Believe it or not, you're looking at two of your biggest customers. Most decisions to buy toy trucks are made by parents, not by their sons. A lot of toys *are* purchased because kids ask for them . . . the spectacular, fad kind. But this isn't true of staples like steel trucks.

Because of this, Structo is making a dramatic change in its advertising program. We're going to advertise to adults . . . the 68,301,000 of them that read *Life, Look, Reader's Digest* and *Saturday Evening Post* regularly. Our products have the features that sell adults: durability, strength, and quality. Our ads will dramatize this in a new and exciting way . . . and the objective will be: "get parents to ask for Structo by name."

In addition to this potent advertising campaign, Structo will provide you with a whole range of merchandising services, including glossy photos, ad mats, reproduction line drawings and, of course, the highly merchandisable see-thru package plus our factory warranty. Let yourself grow . . . with Structo.

STRUCTO®

the indeSTRUCTObles

STRUCTO DIVISION
KING-SEELEY THERMOS CO.
FREEPORT, ILLINOIS 61032

"I suppose Tomy had to use a lot of imagination to bring me into the world —

as it does with a lot of other toys it makes. I'm told that Tomy's rich imagination, which it puts into toys, is making a big hit everywhere. Even Business Week has been saying something flattering about Tomy. The article in part said:

" One of them is Tomy Toy Co., Japan's biggest toy maker. Tomy employs 2,000 workers and turns out about $3-million worth of toys every month from four scattered plants. The company has already moved one of its plants to Omocha-no-machi, and plans to relocate two more there.

" To take advantage of the government's business consolidation program, Tomy's president, Eiyro Tomiyama, began four years ago to enlist other companies into an association of manufacturers interested in banding together at a new site. "

The excerpts (L) appeared in an article titled "Japan's Toy Men Play It Together," published in '66 December 17 issue of Business Week

★MIKE ROBOT

Talking into mike opens and shuts robot's mouth (depicting speech) with your voice emitting from its mouth. Light flashes from eyes and top of head. Battery operated

TOMY

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TOMY COMPANY, INC. / No 11-6, Uchikanda 2-chome, Chiyoda-ku, Tokyo, Japan / Cable Address: TOMIYAMATOY TOKYO / Tel: 252-6101

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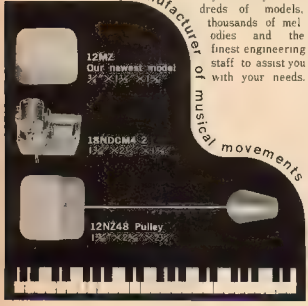

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Handlers Honored

Activities in behalf of the Los Angeles Jewish Federation-Council's United Jewish Welfare Fund were climaxed recently by a dinner held by the council's toys, sporting goods and plastics division. At the dinner, Elliot (second from left) and Ruth Handler were guests of honor. The two Mattel executives are shown with (l-r) David Schoenbrun, foreign correspondent; Samuel Pensick and Ronald Brock, both of Pensick & Gordon.

AMA Super Stores, Based in Texas, To Open Department Store in Tucson

TUCSON, ARIZ.—A.M.A. Super Stores, a chain headquartered in Beaumont, Tex., has announced opening of its first department store here and plans a second one later.

The initial store is located at 5851 East Speedway Blvd. in the 83,000-square-foot building which will house over 35 separate departments and service areas.

A.M.A. Super Stores already are located in Texas at Wichita Falls, Longview and Beaumont, and in Nevada at Reno and Las Vegas.

Manager of the new Tucson facility is Donald Rosenthal, formerly of Dallas.

Reps for Rockies Announce Officers

DENVER — Officers for 1967 have been elected by the Rocky Mountain Toy Representatives, meeting at the Denver Merchandise Mart.

Officers elected are: Ken Dahm, president; Duane Rutherford, vice president; Tom Curry, secretary-treasurer; Sam Zimtbaum, Frank Niehaus and Bob Wright, regional vice presidents.

B. Doyle to Los Angeles

LOS ANGELES—Barbara Doyle, president of Barbara Doyle & Associates, formerly in Chicago, has relocated her design studio and offices to 5225 Wilshire Blvd., here

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"I suppose Tomy had to use a lot of imagination to bring me into the world —

as it does with a lot of other toys it makes. I'm told that Tomy's rich imagination, which it puts into toys, is making a big hit everywhere. Even Business Week has been saying something flattering about Tomy. The article in part said:

"One of them is Tomy Toy Co., Japan's biggest toy maker. Tomy employs 2,000 workers and turns out about $1-million worth of toys every month from four scattered plants. The company has already moved one of its plants to Omocha-no-machi, and plans to relocate two more there.

"To take advantage of the government's business consolidation program, Tomy's president, Eijiro Tomiyama, began four years ago to enlist other companies into an association of manufacturers interested in banding together at a new site."

The excerpts (L) appeared in an article titled "Japan's Toy Men Play It Together," published in '66 December 17 issue of Business Week

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Talking into mike opens and shuts robot's mouth (depicting speech) with your voice emitting from its mouth. Light flashes from eyes and top of head. Battery operated

TOMY

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TOMY COMPANY, INC./3-15, Komagata 1-chome, Taito-ku, Tokyo, Japan/Cable Address: TOMIYAMATOY TOKYO/Tel:843-5411

"I suppose Tomy had to use a lot of imagination to bring me into the world

as it does with a lot of other toys it makes. I'm told that Tomy's rich imagination, which it puts into toys, is making a big hit everywhere. Even Business Week has been saying something flattering about Tomy. The article in part said:

"One of them is Tomy Toy Co., Japan's biggest toy maker Tomy employs 3,000 workers and turns out about 81-million worth of toys every month from four scattered plants. The company has already moved one of its plants to Ouocha-no-mach, and plans to relocate two more there

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on parade

Gloppy is a compound that will not stain, stick or dry out. Compound can be used again and again. Children can pull, pound and shape it into dozens of forms. Kenner Products, Co., 912 Sycamore St., Cincinnati.

Mark 5 slot controller incorporates taper-wound resistor for acceleration, deceleration and braking, finned aluminum plunger for heat dissipation. L. M. Cox Mfg., Box 476 Santa Ana, Calif.

Remagnetizer for slot cars has a double beveled casting that will remagnetize any motor without hurting the storage battery. Erie Controls, Inc., 37 N. Main St., Union City, Pa.

Beauty Bath set comes with own shower cap, vanity mirror, comb and brush, play lotion, bubble bath, talc, cologne and soaps in their own soap dish. The set is from Merry Mfg., Co., 531 N. Wayne Ave., Cincinnati.

Baby Bumpkins comes with PeeWee playmate. Both dolls have rooted hair that can be washed and styled. Bumpkins is 11½" and PeeWee is 4". Doll set is from Uneeda Doll Co., Inc., 200 Fifth Ave., New York.

Loader is an all-steel reproduction of giant road-building equipment. Lever-operated bucket scoops, lifts and unloads. Loader has realistic details. Tonka Corp., Mound, Minn.

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Sturdy steel trucks

1 **Concrete truck** with plastic rotating drum that actually mixes as truck moves. To unload, drum is raised by manual lever control and contents pour down chute. Chute swings toward truck when not in use. Realistic Powr-r-r sound adds excitement—no batteries needed. Realistic turbine cab.

Tandem dual rear wheels with self-lubricating bearings; whitewall rubber tires. Heavy-gauge steel chassis and cab. Abt. 16 in. long

48 HT 23485—Ship. wt. 4 lbs. 8 oz. 4.88

2 **Tonka trencher** with 5-way action does five separate jobs! Digs, levels, dumps, hauls, loads. Lots of action here for active kids! Manually operated lever raises front bucket, then trip release lever to dump load. Handle operates back hoe, swings to either side for unloading. Sturdy steel with durable deep groove rubber treads. About 18 in. long

48 HT 23446 -Ship. wt. 3 lbs. 8 oz. . . 3.97

3 **Looks, sounds, operates like a real dump truck!** Press lever, hydraulic action automatically raises body and dumps loads as the tailgate swings open. Powr-r-r motor sound. Needs no batteries. Heavy-gauge steel cab, chassis and body with safer rolled edges. Baked enamel finish. Tandem dual rear wheels, self-lubricating bearings for longer life.

48 HT 23486 Ship. wt. 4 lbs. About 12¾ in. long. 4.77

4 **Young builders need a construction dump truck like this!** Made of automobile steel, it's strong enough to stand or ride on. Auto-type enamel resists chips, scratches. Body raises for easy dumping. Deep-tread, heavy-duty, semi-pneumatic, non-marking tires. Noiseless wheel bearings. About 17¼ in. long

48 HT 23401—Ship. wt. 6 lbs. 8 oz. 5.66

5 **Kids love to play with this construction crane!** It's big and tough thanks to the automobile steel construction, painted with rugged baked enamel. Operates with life-like action too! Hand crank adjusts boom, operates clam bucket; locks in any position. Back cab swivels full circle. 6 huge deep-tread tires. About 30 in. long with boom extended.

48 HT 23402—Ship. wt. 8 lbs. 7.66

6 **Big, tough Mighty shovel.** Realistically detailed like real construction equipment. Automotive gauge steel with actual truck paint. Trip a lever near the handle, the load releases. Truck runs smoothly on quiet Celcon® bearings. Oversized tires with deep grooves for more traction. Sturdy bumper has shock absorbing pads. 29 in. long, 16 in. high.

48 HT 23464 A—Ship. wt. 10 lbs. 4 oz. 9.44

7 **Another Mighty toy!** Big loader is built just like real road building equipment. Heavy-duty automobile steel with two coats of truck enamel paint. Lever operated bucket scoops, raises for hauling and unloads. Swivel cab is "glassed in." Authentic details include exhaust stack, dual air cleaners, steering. Deep-cleat tires. 19⅞ in. long, 8⅛ in. wide.

48 HT 23463—Ship. wt. 9 lbs. 4 oz. 7.94

8 **Steer it from a distance**—forward, reverse; turn right or left, run it over obstacles. Bulldozer shovel dumps, raises, lowers.

See the pistons light up as it rolls along—all by remote control! Hand operated back scoop picks up, raises and dumps. Big 20-in. steel model has extra-big, deep-tread rear tires. Uses two "D" batteries (page 288).

48 HT 23191 Ship. wt. 5 lbs. 8 oz. 7.44

Operate Ford multi-action tractor by remote control

new PRODUCTS

Jolly Roger is a deluxe cruiser. Boat has battery operated outboard motor that spins a three blade propeller. Murray Ohio Mfg., Co., 635 Thompson Lane, Nashville, Tenn.

De Luxe light-up mirror has six bulbs, a drawer with lipstick, rouge, comb and other items. Suggested retail price $8. Hassenfeld Bros., Inc., 1027 Newport Ave., Pawtucket, R.I.

Sweetheart cleaning set has metal non-mar sweeper, plastic dustpan, broom, yarn duster and rack for items to be hung on. From Kiddie Brush and Toy Co., Inc., Jonesville, Mich.

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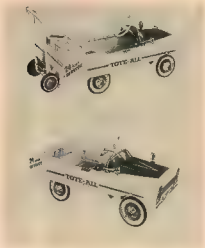
on parade



Tote-All truck comes with own two wheel toter that can be attached to the back of the truck. Two containers are included. From AMF Co., 230 North Michigan Ave., Chicago.

Stamp collecting kit for foreign issues contains stamp album, magnifier, watermark detector, pre-folded hinges, stamps and "Lets Collect Stamps Guide Book." Whitman Publishing Co., 1220 Mound, Racine, Wis.

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Structo is growing up this year

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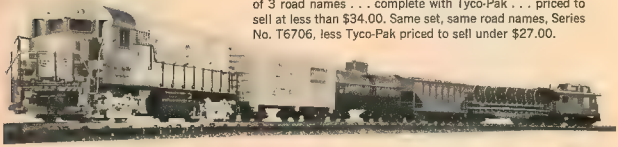

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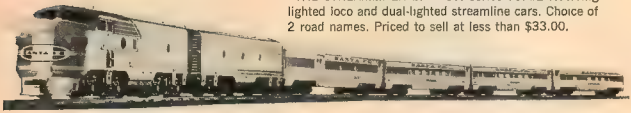

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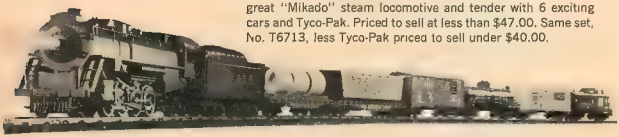

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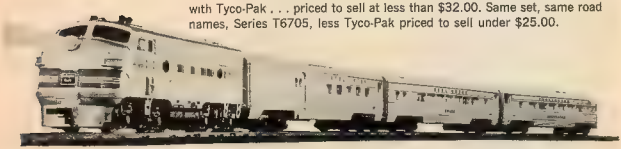

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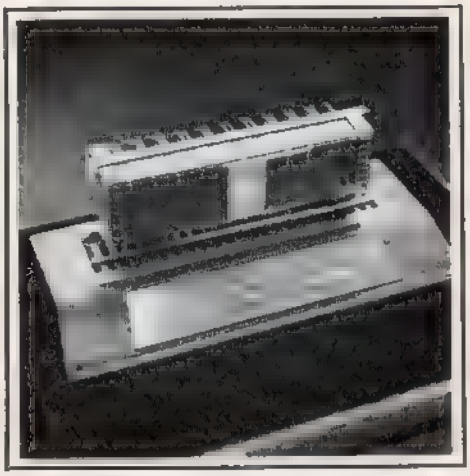
Bill Quinn says this car should have 20,000 wheels!



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August 4 and August 11, 1967

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from Winnipeg, Canada

Here's a vacation idea for people who want "something different" this year—a 6-day escorted CN tour to Churchill, on the edge of Canada's vast Arctic northland. Start off in Winnipeg, site of the 1967 Pan-American Games (July 22 to August 7th). Visit Dauphin, Flin Flon, Thompson, The Pas. CN's Churchill tour is truly unique. You'll sightsee with a difference . . . meet friendly people who make this remote land home. And CN accommodations mean a holiday that's relaxing. Comfortable. Carefree. You'll enjoy famous CN service and fine food all the way. CN calls it "Traveliving". You'll call it great. CN—your hospitality route to Canada's vacationlands.

For complete information, see your Travel Agent or contact the Canadian National Passenger Service Centre, 105 W. Adams St., Chicago, Illinois 60603; 630 Fifth Ave., New York, N.Y. 10020; or Room 400, CN Station, Vancouver, B.C.

*Canadian funds or equiv. Includes transportation, sleeping car, meals, sightseeing

canadian national railways

CN

that red ink was beginning to stain its passenger books. And on WP, the CZ and its passengers had to stand on their own, because mail never amounted to much, express dwindled to zero last year, and after the discontinuance of an RDC *Zephyrette* the road had no other scheduled first-class service. The losses occurred, and then spiraled when CZ revenues held steady (at 2.2 to 2.3 million dollars a year for WP) but expenses, notably wages, climbed. For example, when the train was new in 1950 the average engine and train employee received $1.92 an hour; by 1965 the rate was $3.32 — a 73 per cent boost during a 15-year period of static passenger receipts

By 1965 WP was losing between $816,700 and 2.7 million dollars a year on its passenger business, depending on which of four accounting yardsticks (direct expenses, avoidable costs, solely related passenger expenses, and total passenger expenses) one used to measure the deficit An attempt to kill the CZ that year derailed when the pre-Menk Burlington mounted a press release campaign to save the streamliner. WP tried again in September 1966 and patiently waited until mid-February 1967 for an admittedly perplexed Interstate Commerce Commission to make up its mind about a case it termed "unique"

The Commission exclaimed that the case was unprecedented because CZ's load factor was excellent, most of its passengers were aboard for reasons "pleasurable rather than utilitarian," and there were virtually no complaints registered about any deterioration in quality of service. Still, the I.C.C. agreed with WP that CZ imposed a "substantial economic burden" on the road which would increase as the need neared to rebuild or replace the 18-year-old equipment. Thus pinned between CZ's loyal fans and WP's unquestioned arithmetic, the Commission ordered Nos. 17 and 18 to be run one more year during which WP should investigate self-help measures, including a better split with its partners on fares and costs.

The Case of the CZ (Finance Docket 24277) is scarcely as unprecedented as the Commission labeled it, for only five years ago the agency took a remarkedly similar stand when Rio Grande was restrained from abandoning its Durango-Silverton (Colo.) branch — a summer-only, nowhere-to-nowhere narrow-gauge line whose slim justification for a "public convenience and necessity" mandate is the tax base it furnishes for a couple of remote Colorado counties.

More scissoring of the Guide

More passenger last runs are in the offing, including a fair shake-out of named trains:

¶Illinois Central wants to kill its Chicago-Waterloo (Ia.) *Land O'Corn*, which began life in 1941 as a pair of self-propelled ACF Motorailers and soon graduated to a full-fledged streamliner. IC cites falling passenger volume and a 40 per cent loss of mail for out-of-pocket losses exceeding $300,000 a year

¶Burlington has discontinued through *Denver Zephyr* cars to Colorado Springs, Colo. (handled beyond Denver behind D&RGW's *Royal Gorge*), a service begun

Continued on page 14

rather see me carry some neat, stale ver- [illegible] like when she was a gi[illegible] lady she [illegible] she'd still out also say so. Ro. no. She [illegible] up his whistle, fancy, literary [illegible] coil.

[illegible] boys at day. I said. That was a [illegible] but.

Anybody else's mother would have been [illegible] pin up. But not her. Mr. dear [illegible] remembered [illegible] Aunt Rose is coming by. So [illegible] didn't do anything.

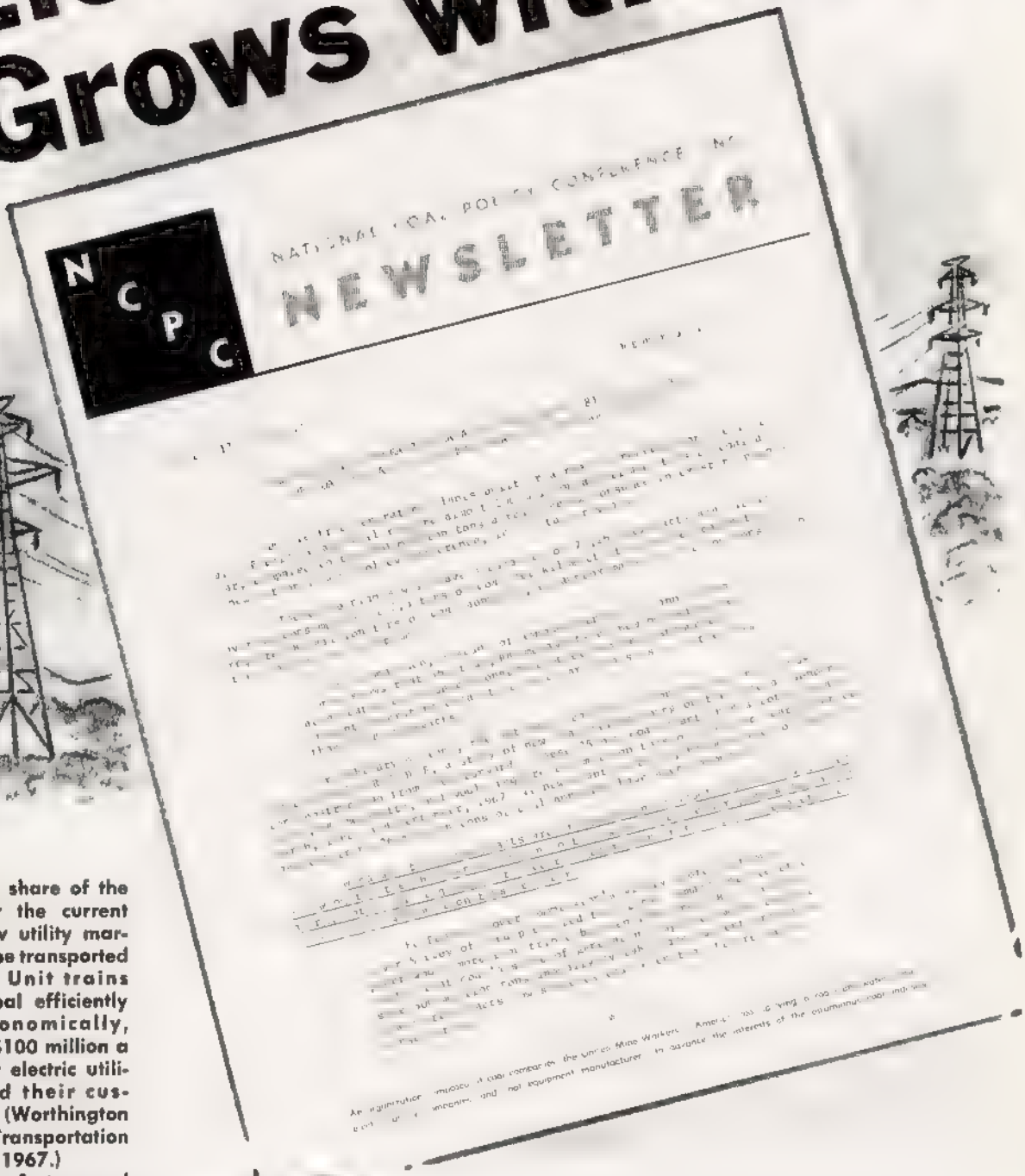
Just the picture. I was [illegible]. I was [illegible] because she suddenly [illegible] a [illegible] and it was phony. She [illegible] targets when Aunt Rose is coming [illegible] was [illegible] the [illegible] [illegible] [illegible]. "What's your date?" Something [illegible] lot.

"Washing [illegible] with Karen Sue," [illegible] was true an hour, although Karen [illegible] [illegible] introductions [illegible] which. So I stayed on the library all [illegible], and when I got home my [illegible] smiled and said, "Nice date." And [illegible] "Pure." And she [illegible] [illegible] [illegible] made.

It was fine. It was awful. But when [illegible] Stanley in the [illegible] [illegible] Becky said, "What's the tragedy? [illegible] did you."

Be [illegible] be so [illegible] about other people's [illegible] [illegible] [illegible]

America's Electric Power Grows with Coal



A major share of the coal for the current and new utility market will be transported by rail. Unit trains move coal efficiently and economically, saving $100 million a year for electric utilities and their customers (Worthington Corp. Transportation Survey, 1967.)
Do these facts sound like "Coal: Going, Going, Gone"?
—Trains, Oct. 1967

NCPC

NATIONAL COAL POLICY CONFERENCE, INC.

1000 16th St., N.W., Washington, D. C. 20036

THEY KNEW WHAT THEY WANTED CONTINUED FROM PAGE 87

pipes running up the mountainside. "That," said Gary looking at a map, "must be Whipple Pumping Station." Indeed it was Whipple Intake, from where one billion gallons of water a day are pumped from Lake Havasu into the Metropolitan Water District aqueduct for a 242-mile slosh over the desert to towns and cities in Southern California, including Los Angeles and San Diego.

Parker Dam, which the Daytons reached a few minutes later, was completed in 1938 as a water storage supply for syphoning off to Southern California and for hydro-electric power. Two-thirds of Parker Dam's height—235 feet—is below the river bed, making it the deepest dam in the world. Only 85 feet protudes above the bed, with superstructures that rise another 63 feet. Lake Havasu backs up for 45 miles behind the Dam, covering 25,000 acres or 39 square miles.

Construction of the dam nearly caused a war between Arizona and California but a special Act of Congress settled the dispute. In seeking to block construction of the dam, Arizona had sent some state militia to Parker. There they boarded a scow and promptly were dubbed the "Arizona Navy."

An arm of the lake veers off from the dam on the Arizona side and the Daytons, after stopping at Havasu Springs, another resort, entered this waterway, called the Bill Williams Arm of the lake after a stream that

Top western pilot George Hynes shows his stuff during outboard competition sponsored here annually

enters there. With its high volcanic cliffs and protected waters, this is one of the most majestic sections of the Lower Colorado.

In the late fall and again in the spring, Canadian geese pause there on their migratory flights, protected by a portion of the Havasu Lake Wildlife Refuge.

Now the Daytons reversed their course They had covered almost 20 miles from Lake Havasu City to the Bill Williams Arm

On the way back historic Pilot Rock, a landmark dating from the wood-burning steamboat days on the river, and Copper Canyon, a long, narrow cove of

Century dreams ahead!

Custom Detail Of The Future. BUBBLETOP CANOPY

If Century's Coronado

Candid luxury, outstanding performance and classic style come together in these 21 dream feet of custom runabout. "Ultimate" comes to mind and it is probably appropriate here for the Coronado affords the water sportsman everything he looks for in terms of quality, construction and design. Meticulously clean in line and dazzling in its competence at speed, the Coronado has long been a

exquisite beauty, demanded stops. It was noon by then and time for lunch at the Nautical Inn, a lakeside hotel overlooking Thompson Bay

In the afternoon, the Daytons pointed uplake, stopping to tour the McCulloch Marine Products Test Center and passing the last of the lake's resorts, Havasu Landing, on the California shoreline.

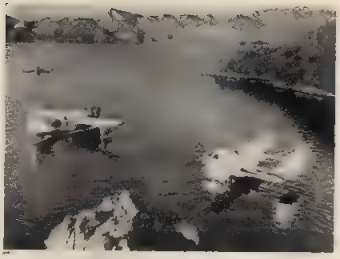
From Havasu Landing to Lake Havasu City, the lake spreads out to its widest, approximately three miles. Overlooking this bay on the Lake Havasu City side is Havasu Cove, a 112-acre public campground with picnic tables, barbecues, trailer sites and a mile of beachfront.

All along the shoreline and continuing downlake for 16 miles is 13,000-acre Lake Havasu State Park, managed by the State of Arizona as a buffer strip to guarantee public recreational facilities in future years.

Seven miles above Lake Havasu City, the lake narrows down at Castle Rock and enters a stretch of superb beauty, interspersed with sandbars, tule beds, cattails, willows and the ever-present volcanic rocks.

Among the scenic spots is Blankenship Bend where Havasu makes a sweeping "S" turn and where the Daytons spotted fishermen casting for rainbow trout.

By now the current of the Colorado can be felt in the lake and it becomes stronger at Mohave Rock and Picture Rock where, within 200 yards of the Arizona shoreline, are petroglyphs, Indian writings of historical significance.



A couple of amphibians rendevous in Lake Havasu cove. Many vacationers use City Airport but "amphibsters" set right down on the lake, set up camp nearby.

It was there that the Daytons pitched camp, on a high, rocky point giving a panoramic view. At the foot of the camp was a sandy stretch on which they beached their boat.

Waterskiing, swimming and fishing occupied their time and they employed the camp as a takeoff point to inspect other portions of the lake, including the famed Devil's Elbow where Havasu takes a 90-degree turn between cliffs of burnt orange volcanic rocks. Late in the afternoon, when the sun has set and the

(Continued on page 272)

21′ is your dreamboat... it's by design

favorite of royalty the world over for its brilliant performance. Here is a boat that easily lives up to its dreamboat title.

A superb brightwork hull, planked in thick African Mahogany and backed with white oak seam battens surrounds the Coronado's spacious interior appointed in luxurious detail. Add the optional fiberglass hard top and finish with elegance.

Dreamboat? Yes. But the Coronado 21′ is a delightful awakening to solid pleasure afloat.

Write for your copy of the latest full color Century Catalog which details the entire Thoroughbred Fleet. Century Showroom, 1860 Broadway, New York, N. Y. 10023

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THE THOROUGHBRED FLEET

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Made of Satinfoam by Dubon miracle foam vinyl! See it now in our new showroom at 1107 Broadway

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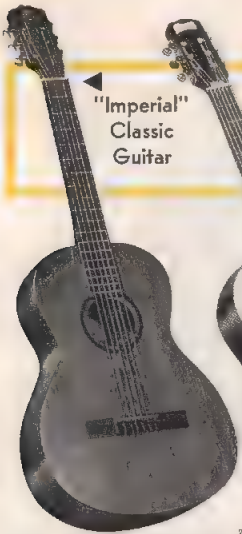
Goldberger Doll Co., Inc., 1107 Broadway, N.Y. 10010

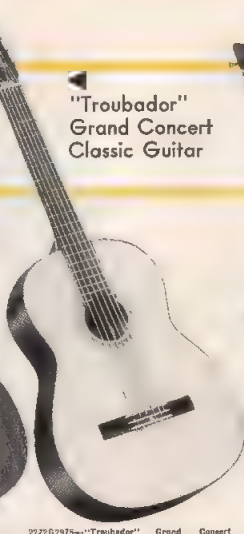
PAT PENDING



"Imperial" Classic Guitar

1641G9261 Imperial Classic Guitar with Case Mahogany back and sides. Rosewood fingerboard and bridge. Steel strings. Nickel-Silver frets. Approx. size: 39" l. x 14¼" w. x 4⅛" d. Ship. wt. approx. 18 lbs.
Sugg. Retail $147.00

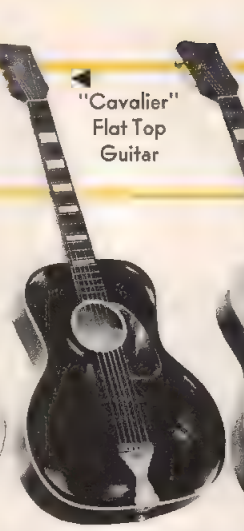
1937G12411 Deluxe Quality Classic Guitar with Case. (Not Shown). Spruce top. Mahogany back and sides. Steel strings. Silver frets. Rosewood fingerboard and bridge. **1641G9261 guitar.** Ship. wt. approx. 18 lbs. **Sugg. Retail $197.00**



"Troubador" Grand Concert Classic Guitar

2272G2975—"Troubador" Grand Concert Classic Guitar Without Case. Luminous Mahogany finish. Spruce top. Steel frets. Rosewood fingerboard and bridge. Silver frets. Rosewood back and sides. Steel strings. Fan scroll. Excellent Japanese craftsmanship and finish are combined in this instrument of classic beauty. Approx. Size: 38¾" l. x 14⅛" w. x 3⅜" d. Ship. wt. approx. 16 lbs.
Sugg. Retail $64.00

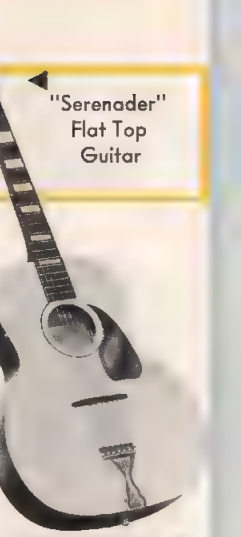
2266G63A—Chipboard Case Only for above guitar. Polyethylene coated. **(Not Mailable).** Ship. wt. approx. 4 lbs.
Sugg. Retail $12.75



"Cavalier" Flat Top Guitar

1913G1815—Concert Size Flat Top Guitar. Birch construction. Beautiful Mahogany finish, flat back, metal tuning pegs. White Striped top and back edges, position markers, tortoise shell pick guard. Steel strings. Approx. size: 40½" l. x 15¼" w. x 3¼" d. Ship. wt. approx. 9 lbs.
Sugg. Retail $32.95

2263G675—Case Only for above guitar. Polyethylene coated **(Not Mailable).** Ship. wt. approx. 9 lbs.
Sugg. Retail $13.50



"Serenader" Flat Top Guitar

1914G1815—Concert Size Flat Top Guitar. Birch construction. Natural Blonde Top. Mahogany finish sides and back. Top and back edges are White Striped. Guitar has a fan design, gold tuning pegs, position markers and tortoise shell pick guard. Steel strings. Approx. size: 40½" l. x 15¼" w. x 3¼" d. Ship. wt. approx. 9 lbs.
Sugg. Retail $32.95

2263G675—Case Only for above guitar. Polyethylene coated **(Not Mailable).** Ship. wt. approx. 9 lbs.
Sugg. Retail $13.50

Standard or ¾ Size Guitars

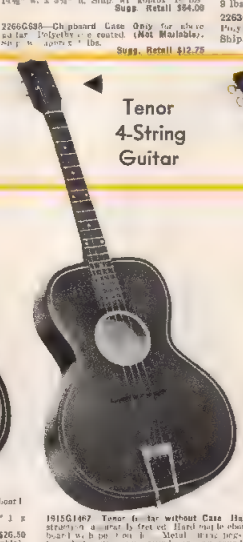
Hardwood construction. Maple, ebonized fingerboard. Steel strings. Spotty Mah. or Wal. Lacquer.

2264G1467—Std. Guitar Only. Approx. Size: 36½" l. x 13" w. x 3⅜" d. Ship. wt. approx. 9 lbs.
Retail $26.50

2266G635—Case Only for above guitar **(Not Mailable).** Ship. wt. approx. 5 lbs. **Retail $12.75**

2265G1343—¾ Size Guitar Only. Size: 34" l. x 12" w. x 3⅜" d. Ship. wt. approx. 8 lbs. **Retail $24.00**

2267G900—Case Only for ¾ Size Guitar (Not Mailable). Ship. wt. approx. 4 lbs. **Retail $12.00**



Tenor 4-String Guitar

1815G1467 Tenor Guitar without Case. Hardwood construction, ebonized fretted. Hard maple or ebony fingerboard with pearl inlay. Metal tuning pegs. Mah. finish. Spotty Mah. or Wal. Lacquer. Steel Strings. Approx. Size: 29¾" l. x 13" w. x 3⅜" d. Ship. wt. approx. 6 lbs. **Sugg. Retail $26.50**

2266G635—Case Only for above guitar. Polyethylene coated **(Not Mailable).** Ship. wt. approx. 4 lbs. **Sugg. Retail $12.75**

"Sonata" ½ Size Guitar With Case

1646G6279 "Play as a chord" finger style or Spanish Pick from guitar. Hard laminated Birch Top. Mahogany Rosewood fingerboard and bridge. Inlaid White position dots. Finger board side Black and White inlay around sound hole. Nylon strings. Pegs. Satin finish in natural Mahogany. Approx. size: 30¾" x 13¼" w. x 3¼" d. Ship. wt. approx. 6 lbs. **Sugg. Retail $99.50**

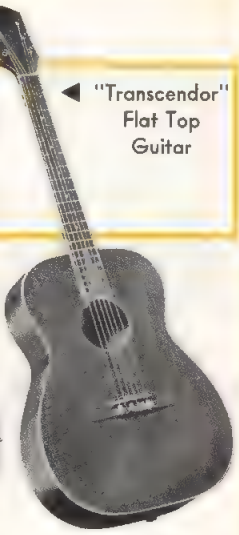
Deluxe Baritone Ukulele With Case

1646G5944 Body and neck of selected Honduras Mahogany. Rosewood fingerboard and bridge. Inlaid frets from body. Inlaid White position dots on fingerboard front and side. Black and White inlay around tone hole, non-slip tuning pegs. Nylon strings. Satin finish in natural Mahogany. Approx. size: 29¾" l. x 10⅛" w. x 3¼" d. Ship. wt. approx. 9 lbs. **Sugg. Retail $94.50**

◀ "Valencia" Grand Concert Size Spanish Guitar

◀ "Seville" Deluxe Spanish Model Guitar

◀ 5-String Folk-Model Banjo



◀ "Transcendor" Flat Top Guitar

165DG9450— Valencia" Guitar with Case. Satin finish. Natural Mahogany body. Rosewood fingerboard, inlaid position dots. Nickel-Silver frets. Striped inlay around sound hole. Single unit tuning machines, steel strings; plastic pick guard. Approx. Size: 39" l x 14½" w. x 4¼" d. Ship wt. approx 18 lbs. **Sugg. Retail $150.00**

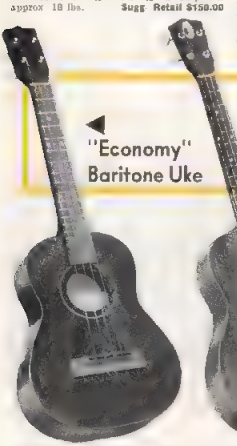
1651G12411—"Seville" Guitar with Case. Grand concert size. Imported select Bavarian spruce top. Black and White inlay around sound hole. Body edges Black shell bound. Mahogany back and sides. Neck of Peruvian Mahogany, reinforced with steel bar. Rosewood fingerboard and bridge. White Pearl position and side dots. Nickel-Silver frets. Steel strings. Satin finish. Approx. Size: 39" l. x 14½" w. x 4¼" d. Ship. wt. approx. 18 lbs. **Sugg. Retail $197.00**

1652G6000—5 String Banjo with Case. Quality U.S. constructed banjo provides great entertainment for individual and group singing. Laminated Maple rim and neck. Chrome plated metal hoop, twenty brackets Pearl button pegs, plastic head. Highly responsive, great for minstrel shows and hootenanny jamborees. Ship. wt. approx. 12 lbs. **Sugg. Retail $100.00**

2268G4260 "Transcendor" Flat Top Guitar without Case. All Mahogany body. Rosewood fingerboard. Inlaid Pearl position markers extra wide fingerboard for easier fingering. Nickel edges, steel strings. Approx. Size 41" l x 11½" w x 4" d. Ship wt approx 12 lbs. **Sugg. Retail $84.00**

2269G4900 - Flat Top Guitar without Case. (Not Shown) Same as above except Pearl inlaid Rosewood fingerboard, deluxe steel strings. Ship wt approx 12 lbs. **Sugg. Retail $98.00**

2283G675 Case Only for above guitar. Plywood covered. **(Not Available)** Ship. wt. approx 12 lbs. **Sugg. Retail $13.50**



◀ "Economy" Baritone Uke

◀ Baritone Ukulele

◀ Quality Ukulele

◀ Standard Ukulele

◀ Grand Concert Classic Guitar

1895G1467— "Economy" Baritone Uke. Big [illegible] Hardwood [illegible] Mahogany [illegible] body. [illegible] strings. Eight white stencilled position markers. 14 frets clear of body. White striped top and [illegible] Dark Brown finish. Approx Size 29½" x 10" w x 3½" d. Approx Ship wt 6 lbs. **Sugg Retail $26.50**

1896G1467 Baritone Uke Same as above except Dark Brown finish with a **Natural Blonde Top.** **Sugg. Retail $26.50**

2270G1120 Baritone Ukulele without Case. Mahogany body. Rosewood bridge and fingerboard, inlaid position markers. Inlaid strings around sound hole. [illegible] Precision [illegible] gear tuning machines for on stip tuning. Quality crafted in Japan. Approx Size 29½" l x 11" w x 3½" d. Ship wt approx 7 lbs. **Sugg Retail $22.50**

0386G3101 Quality Uke with Bag (Not Shown) Rosewood [illegible] Bridge [illegible] Solid grain Natural Mah finish. Nickel-plated Piano Steel Pipe Key. Approx Size 21½" l x 7½" w x 2½" d. Ship wt approx 3 lbs. **Sugg. Retail $48.25**

0386G4367 Deluxe Uke with Bag (Not Shown) Rosewood [illegible] cent body edges are bound with [illegible] Mah [illegible] finish. Ship wt approx [illegible] **Sugg Retail $7.25**

Body and neck [illegible] Honduras Mahogany. Three strips [illegible] Black, White and Black [illegible] around the [illegible] Rosewood fingerboard. Three White position dots. Rosewood bridge and Pearl saddle. Nickel-plated machine heads. Satin finish. Approx. Size 21½" l x 6⅞" w x 2½" d. Ship wt approx. 4 lbs. **1649G2457 Standard Ukulele**

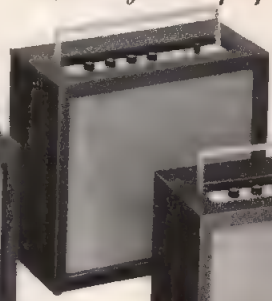
1649 302334 Sugg. Retail $39.00

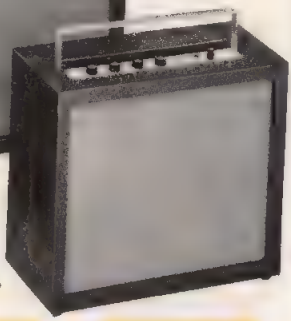
2271G1799 Grand Concert Classic Guitar without Case. [illegible] Mahogany [illegible] Rosewood bridge and fingerboard. [illegible] Pearl inlaid Mahogany [illegible] Quality crafted in Japan. Approx Size 38" l x 14" w x [illegible] d. Ship wt approx 10 lbs. **Sugg Retail $29.95**

2266G638 Case Only for above guitar. Plywood covered. **(Not Available)** Ship. wt approx [illegible] **Sugg Retail $12.75**

Quality Amplifiers

All Models
110-120V.,
60-Cy.,
A.C. Only





These Handsome Amplifiers Combine the Marvel of Modern Electronics with Skilled U. S. Craftmanship

GRAND DELUXE FIVE-TUBE AMPLIFIER
- Two 12" Jensen Speakers
- 3½" Tweeter
- 20 Watt Output

2247G11700 High quality two amplifiers and 2 **Separate Channels, Top Mounted Chassis for Finger Tip Operation Additional Features** 5 tubes (3 dual purpose) with 5 silicon rectifiers give 10 tube performance 4 instrument inputs, input for foot switch, 2 volume and tone controls plus modulation and speed control, on-off switch, manually switch separable pilot light and fuse. AC only Input 95 watts Cabinet covered with simulated Black leather Approx size 21⅝" H. x 26" W x 10½" D Ship wt 48 lbs
Sugg Retail $234.00

2248G360—**Foot Switch Only** for amplifier Ship wt approx 1 lb. Sugg. Retail $7.60

EIGHT-TUBE AMPLIFIER
- Two 12" Jensen Speakers
- 3½" Tweeter
- Tremolo
- 85 Watt Output

2249G13800—**Eight-Tube Amplifier. (Not Shown).** Similar to above 2247G11700 Amplifier except 8 tubes 4 dual purpose 4 silicon rectifiers give 14 tube performance. Input 125 watts. Tremolo on channel only, makes it possible to use instrument and phone on opposite channel. Simulated Black leather covered cabinet. Approx size 21⅝" H x 26" W x 10½" D Ship wt 48 lbs.
Sugg Retail $276.00

2248G360—**Foot Switch Only** for amplifier Ship wt approx 1 lb. Sugg. Retail $7.60

Deluxe Six-Tube Amplifier
- 12" Jensen Speaker
- 2 Separate Channels
- Tremolo
- 25 Watt Output

2250G7485 6 tubes (2 dual purpose) give 8 tube performance. 12" speaker, 4 instrument inputs, 2 separate channels 2 volume, 2 tone controls. Pilot light, fuse—on off switch. Tremolo with modulation and speed control Power consumption 70 watts. Cabinet covered with Black simulated leather Audio output 25 watts peak Approx. size 18" H. x 22" W x 9" D. Ship. wt. 28 lbs.
Sugg Retail $149.70

2248G360—**Foot Switch** for amplifier. Ship. wt. approx. 1 lb
Sugg. Retail $7.60

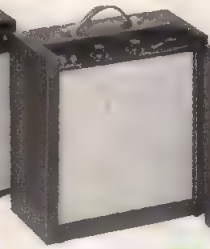
Five-Tube Amplifier
- 12" Jensen Speaker
- 2 Separate Channels
- 4 Instrument Inputs
- 25 Watt Output

2251G5745 5 tubes 2 dual purpose give 7 tube performance 12" heavy duty speaker, 4 instrument inputs 2 separate channels 2 volume controls 2 tone controls, on-off switch, pilot light, fuse, A.C. only. Power consumption 70 watts. Audio output 25 watts peak Cabinet covered with simulated Black leather Approx size 17" H. x 20" W x 9" D. Ship. wt. 23 lbs.
Sugg Retail $114.90

"Super Deluxe" Four-Tube Amplifier
- Two Heavy Duty 8" Speakers
- Tremolo
- 3 Instrument Inputs

2252G4800 Two 8" heavy duty Speakers, 3 instrument inputs, separate jack for foot switch 1 volume and 1 tone control Tremolo with modulation and speed controls. Pilot light fuse, and separate ON and OFF switch Power consumption: 40 watts Audio output 8 watts. A.C. only Cabinet covered with simulated Black leather Approx size 17" H x 20" W. x 9" D. Ship wt 20 lbs.
Sugg. Retail $96.00

2248G360—Foot Switch Only for amplifier Ship wt. approx. 1 lb
Sugg Retail $7.60



Bass Amplifier
- 4 Tubes
- 15" Jensen Speaker
- 5 Silicon Rectifiers
- 30 Watt Output

2253G9450—Top mounted chassis for finger tip operation Speaker specially designed 2 input jacks for electric bass or guitar Tremolo and tone controls Bass Treble and Volume controls or individual volume controls Replaceable pilot light 4 tubes 4 dual plus 5 silicon rectifiers tremolo 7 tube performance 2 tone controls, Tone control, Bass control, Volume control Black leather Approx size 22½" H x 12½" W x 10½" D Approx ship wt 40 lbs.
Sugg Retail $189.00

Deluxe Four-Tube Tremolo Amplifier
- 8" Heavy Duty Speaker
- 3 Instrument Inputs
- Tremolo
- Volume & Tone Controls

2254G3450 Volume control with on-off switch. Tone control, Tremolo with modulation and speed control Cabinet covered with simulated Black leather Power consumption 70 watts Audio output 3 watts A.C. only Approx size 16" H x 16" W x 7½" D. Ship wt 12 lbs.
Sugg Retail $69.00

2248G360—**Foot Switch Only.** Ship wt 1 lb. Sugg. Retail $7.60

Four-Tube Amplifier
- 8" Heavy Duty Speaker
- 3 Instrument Inputs
- Volume Control
- Tone Control

2255G2550—8" speaker, 3 instrument inputs, volume control with on-off switch, tone control Power consumption 30 watts. Audio Output approx. 3 watts A.C. only. Cabinet covered with simulated Black leather Approx. size. 16" H x 16" W. x 7½" D Ship wt 12 lbs. Sugg. Retail $51.00

Quality Three-Tube Amplifier
- 8" Speaker
- Volume Control
- 3 Instrument Inputs
- Tone Control

2256G2250 8" speaker, 3 tubes, 3 instrument inputs. Volume control with on-off switch Tone control Power consumption 30 watts. Audio Output. approx. 3 watts. A.C only Cabinet covered with simulated Black leather. Approx. size 16" H. x 16" W x 7½" D. Ship. wt 12 lbs
Sugg. Retail $45.00

1967
the year of the Sea-Horse

18 purebreds
in 10 power classes —
performance backed
by our 2-year warranty*

TRIM TWINS Sweet and low 9½ (pictured) is the world's best-selling outboard. Others are the Slick 6 and 5. Twin-tote 3's come "straight" or fold-away. Both are available as high-thrust with right-angle drive and 3-blade prop or Angle Matic with weedless 2-blade prop.

TORRID TWINS Start with the Fast 40. Available as Electramatic, standard electric or manual start. The 33 comes standard-electric or manual starting. Our high spirited 20 (pictured) rounds out the middle of our line with refinements for amazing fuel economy.

Power/Pulse ignition for Johnson V-100

No breakers, no points, no condensers — smooth power throughout the speed spectrum

This little black box is the heart of the solid-state system that eliminates ignition service and adjustment for V-100 owners . . . that promotes instant starts followed by uncanny smoothness, even at the slowest idle, regardless of the engine's state of tune . . . that has such an anti-fouling effect on spark plugs you can expect 5 to 10 times longer plug life. This tremendous performance booster is more — much more — than you get with any other production ignition system. Standard on the Sea-Horse V-100. Other V-100 standards are Electramatic drive (gears shift automatically, electrically) and a host of refinements that enables it to run on less fuel than last year's model.

FORMIDABLE FOURS Among Johnson's bold crew of big V's is the versatile V-80 (pictured). Two models. One is Electramatic with exclusive fully automatic shift and throttle control. The other standard-electric with mechanical forward-neutral-reverse transmission. The V-60 Sea-Horse is also available in two versions. One with high speed gear case for medium loads and hulls. The other with heavy-duty, high-thrust gear case for big loads. New adjustable stern bracket is standard on our V-4's — makes it easy to position your engine for maximum performance.

Get all the facts on our '67 Sea-Horses at your Johnson dealer. He's in the Yellow Pages. Or write direct for your *free* copy of our fun-filled, full-color 36-page catalog. Johnson Motors, Waukegan, Illinois 60085. Dept. MB-17

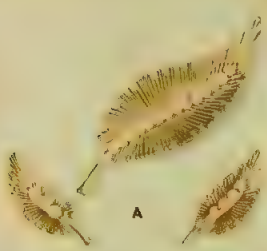
Johnson

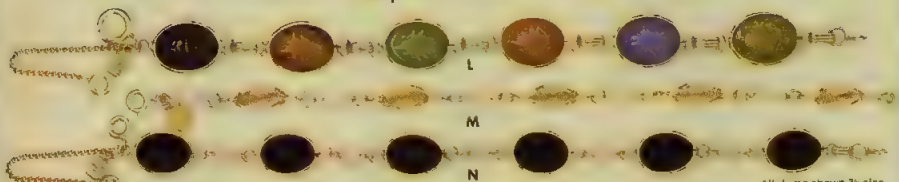
First in Dependability

***Sea-Horse motors**, Sea-Foil boats, Air-Buoy Live gear, Skee-Horse snowmobiles. • Division Outboard Marine Corporation*

*For 24 months after purchase, Johnson Motors will replace without cost to the original purchaser any part if its manufacture which upon inspection proves to have failed [illegible] to faulty material or workmanship.

Karen Lynne 12K GOLD FILLED





All items shown ⅞ size.

All items shown ⅞ size.

A. Leaf pin and matching clip earrings with Cultured Pearls. 12K Yellow GF.
8349C 1275 Set $25.50
8350C 600 Earrings (only) $12.00

B. Genuine Scarab circle pin and matching earrings. 12K Yellow GF.
8319C 825 Pin (only) $16.50
8320C 975 Earrings (Clip-on) $19.50

C. Hand-carved Genuine Ivory and Filigree rose pin and earrings set in 12K Yellow GF. Hand-made filigree.
8315C 1240 Set $24.75

D. Hand-carved Genuine Ivory rose pin and earrings with 12K Yellow GF textured leaves.
8205C 1090 Set $21.75
8206C 525 Earrings (Screwback) $10.50

E. Textured rope design Wedding Band earrings for pierced ears. 12K Yellow GF with 14K gold earwires.
8317C 375 Earrings (pierced) $7.50

F. Wedding Band earrings for pierced ears. 12K Yellow GF with 14K gold earwires.
8318C 375 Earrings (pierced) $7.50

G. Genuine black onyx earrings for pierced ears set in 12K Yellow GF twisted wire with 14K gold posts.
8201C 450 Earrings (pierced) $9.00

H. Genuine Cameo earrings for pierced ears in 12K Yellow GF twisted wire settings. 14K gold posts.
8202C 600 Earrings (pierced) $12.00

J. Blue Moonstone earrings for pierced ears in settings of 12K White GF twisted wire. 14K gold posts.
8231C 375 Earrings (pierced) $7.50

K. Hand-made filigree circle pin with Cultured Pearls. 12K Yellow GF.
8265C 975 Set $19.50

L. Genuine Scarab bracelet in 12K Yellow GF.
8214C 1090 Bracelet $21.75

M. Filigree bracelet with twisted links and Cultured Pearls. 12K Yellow GF.
8295C 750 Bracelet $15.00

N. Genuine Black Onyx bracelet with Cultured Pearls. 12K Yellow GF
8215C 1015 Bracelet $20.25

P. Hand-carved Genuine Ivory rose pendant and matching earrings. 12K Yellow GF. Pierced earrings (optional) have 14K gold posts.
8273C 415 Pendant (only) $8.25
8324C 415 Earrings (French-back) $8.25
8325C 415 Earrings (pierced) $8.25

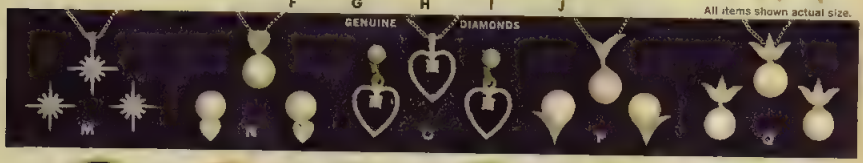
R Genuine Hematite in Sterling Silver cage and matching drop earrings.
8203C 415 Pendant (only) $8.25
8204C 715 Earrings (French-back) $14.25

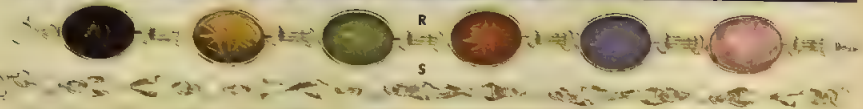
S. Genuine Onyx pendant and matching earrings with 1 pt. Diamonds. 12K Yellow GF.
8271C 900 Pendant (only) $18.00
8272C 1500 Earrings (Clip-on) $30.00

T. Genuine Jade Cabochons in pendant and matching earrings. 12K Yellow GF
8207C 415 Pendant (only) $8.25
8208C 600 Earrings (French-back) $12.00
8209C 600 Earrings (pierced) $12.00

U. Pendant and matching earrings with 1 pt. Diamonds set in rose motifs. 12K Yellow GF.
8321C 750 Pendant (only) $15.00
8322C 1200 Earrings (French-back) $24.00

All items shown actual size.





A. 14K Gold cage pendant and matching drop earrings with Cultured Pearls.
8218C 750 Pendant (only) $15.00
8219C 1350 Earrings (French-back) $27.00

B. 14K Gold hand-engraved textured leaf pin with matching clip earrings. Cultured pearls.
8329C 2100 Pin (only) $42.00
8330C 2250 Earrings (only) $45.00

C. 14K White Gold star pendant and matching earrings set with 1 pt. Diamonds
8257C 1165 Pendant (only) $23.25
8337C 2025 Earrings (pierced) $40.50

D. 14K Gold necklace with Cultured Pearls between twisted gold links.
8331C 2550 Necklace $51.00

E. 14K Gold pendant and earrings with genuine Opals.
8210C 1015 Pendant (only) $20.25
8211C 1465 Earrings (French-back) $29.95
8212C 1465 Earrings (pierced) $29.25

F. 14K White Gold pendant set with Genuine Jade and synthetic White Spinels
8213C 975 Pendant $19.50

G. 14K White Gold pendant set with synthetic White Spinels and Cultured Pearl.
8335C 975 Pendant $19.50

H. 14K Yellow Gold pendant of Genuine Jade in golden cage.
8301C 750 Pendant $15.00

I. 14K Yellow Gold heart pendant with Cultured Pearl.
8226C 600 Pendant $12.00

J. 14K White Gold modern cross pendant set with synthetic White Spinel.
8217C 865 Pendant $17.25

K. 14K Yellow Gold bird pin with Genuine Jade
8220C 1500 Pin $30.00

L. 14K Yellow Gold doe pin with neo-turquoise.
8221C 2625 Pin $52.50

M. 14K White Gold star pendant and matching earrings set with 1 pt. Diamonds.
8304C 1165 Pendant (only) $23.25
8305C 2175 Earrings (French-back) $43.50

N. 14K White Gold heart pendant & matching earrings. Cultured Pearls and 1 pt. Diamonds.
8307C 1315 Pendant (only) $26.25
8308C 2475 Earrings (French-back) $49.50

O. 14K White Gold heart pendant and matching drop earrings. Set with 1 pt. Diamonds.
8229C 1050 Pendant (only) $21.00
8340C 1950 Earrings (French-back) $39.75

P. 14K White Gold chevron design pendant with Cultured Pearl and 1 pt. Diamond. Matching earrings.
8309C 1315 Pendant (only) $26.25
8310C 2475 Earrings (French-back) $49.50

Q. 14K White Gold pendant and matching earrings in flame design. Cultured Pearls and 1 pt. Diamonds.
8222C 1315 Pendant (only) $26.25
8223C 2475 Earrings (French-back) $49.50

R. 14K Yellow Gold genuine Scarab bracelet.
8311C 2775 Bracelet $55.50

S. 14K Yellow Gold Cultured Pearl Bracelet with twisted golden links.
8241C 1275 Bracelet $25.50

T. 14K Gold Genuine Jade pierced earrings.
8345C 750 Earrings (pierced) $15.00

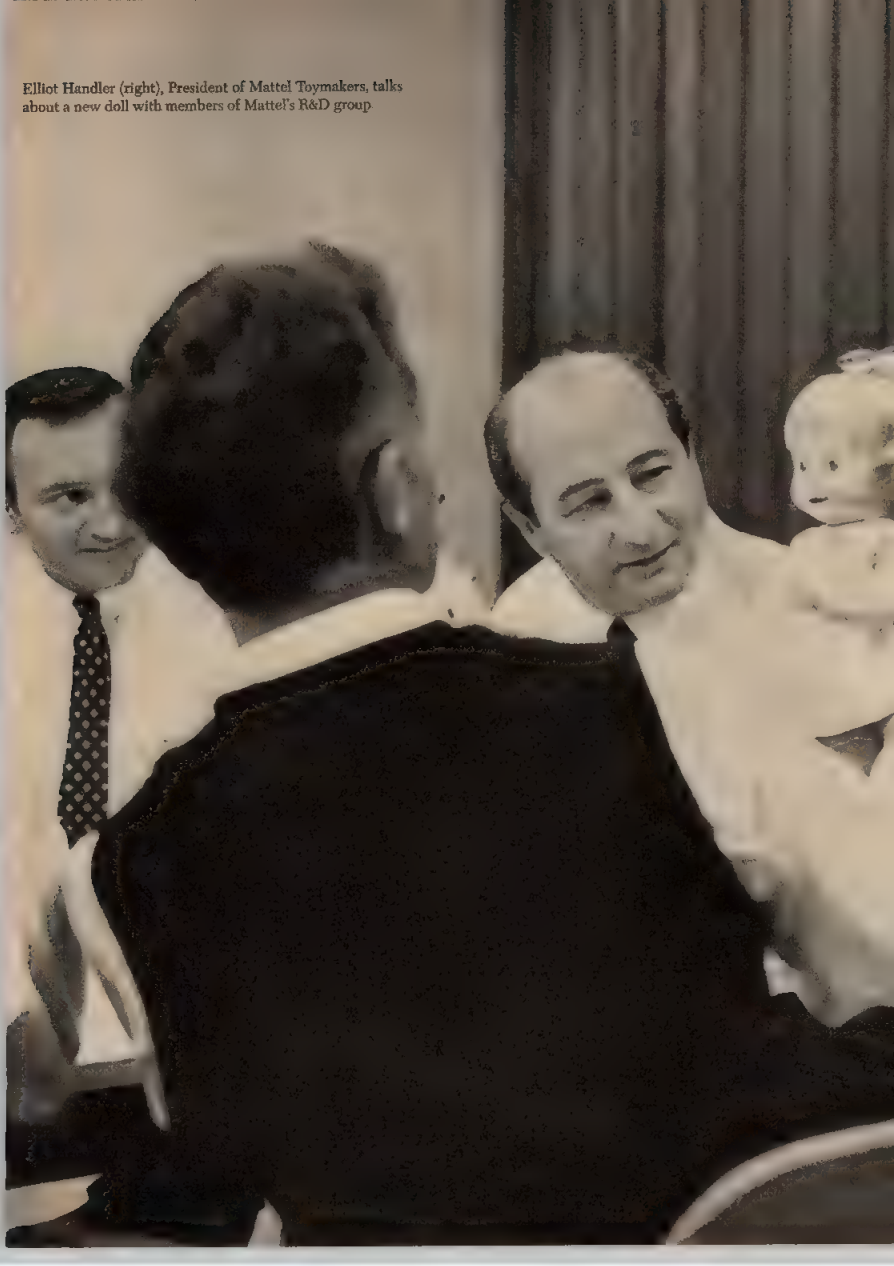
U. 14K White Gold wishbone pierced earrings set with 1 pt. Diamonds.
8346C 1500 Earrings (pierced) $30.00

V. 14K Yellow Gold pierced earrings set with neo-turquoise stones.
8224C 1050 Earrings (pierced) $21.00

W. 14K White Gold heart-shaped pierced earrings Twisted golden wire motif with 1 pt. diamonds
8228C 1500 Earrings (pierced) $30.00

X. 14K Gold Cultured Pearl pierced earrings.
8347C 975 Earrings (pierced) $19.50

Y. 14K White Gold pierced earrings with genuine Jade and synthetic white spinels.
8230C 1240 Earrings (pierced) $24.75



Elliot Handler (right), President of Mattel Toymakers, talks about a new doll with members of Mattel's R&D group.

These men have just given birth to a baby.

For two long years, Elliot Handler and his R&D group have been laboring on this doll. And on the rest of Mattel's new toys for 1967.

They've conceived some pretty impressive items in years past. Like the Fanner-50 and the Winchester® Shootin' Shell Rifle. Like Chatty Cathy, See 'N Say, and Baby First Step. Like Cheerful Tearful, Liddle Kiddles, and the Thingmakers.

Oh, yes. And a doll called Barbie. (Named after Elliot's own daughter.)

Now he and his R&D group have the 1967 line ready for delivery. So when you come to Toy Fair, stop by the Mattel Showrooms and take a look at the new arrivals.

And if you like them (or even if you don't), be sure to tell Elliot how you feel.

Like any father, he's proud of his kids.

MATTEL, INC. TOYMAKERS

© 1967 Mattel, Inc. "FANNER 50," "SHOOTIN' SHELL," "CHATTY CATHY," "SEE 'N SAY," "BABY FIRST STEP," "CHEERFUL TEARFUL," "LIDDLE KIDDLES," "THINGMAKER," "BARBIE" are the trademarks of Mattel, Inc. for its TOYS.

MIKASA *Genuine Stoneware* DINNERWARE

Genuine Stoneware by Mikasa. Beautifully sculptured stoneware in the provincial patterns of *Laconia, Latina* and *Heritage* or the solid colored patterns of *Bristol Blue, Snow White* and *Orange Sherbet* are generously sized, durable . . . yet light in weight. Perfect for casual entertaining. Available in 53 pc. sets (Service for Eight), only. Shipped *F.O.B. New Jersey Warehouse.*

D BRISTOL BLUE

Durable, handsomely styled dinnerware in Blue Matte finish contrasted by Brown and Blue Holloware, for greater casual dining enjoyment.

6197XF3033—53 Pc. Set
Sugg. Retail $44.95

E SNOW WHITE

Snow White Matte finish contrasted by Rich Brown and White Holloware. Highly appealing . . . yet sturdy. Provides an impressive table setting. Ideal for informal entertaining.

6198XF3033—53 Pc. Set
Sugg. Retail $44.95

F ORANGE SHERBET

Orange Matte finish contrasted by Brown and Orange Holloware. Rich, warm colored dinnerware for family use or informal dining. A new treat for your table.

6199XF3033—53 Pc. Set
Sugg. Retail $44.95

A LACONIA

The warmth and tradition of modern provincial is enhanced in this subtle and totally charming Blue and Green Foral on White background. Matching accessories.

6194XF2500—53 Pc. Set
Sugg. Retail $36.95

B LATINA

A cluster of gay Daisies in Bright Yellows, Browns and Greens on White, pop out all over bringing spring to your provincial dining all year round. Matching accessories.

6195XF2500—53 Pc. Set
Sugg. Retail $36.95

C HERITAGE

Red crowned Rooster in Yellow and Green with gay floral surroundings of Green, Yellow and Red on White. Adds provincial charm to your dinin. Matching accessories.

6196XF2500—53 Pc. Set
Sugg. Retail $36.95

Allow 2-4 Weeks for Delivery from Factory Warehouse.

SET COMPOSITION FOR ABOVE PATTERNS: 53 Pc. SERVICE for 8. (Approx. ship. wt. 40 lbs.). *8 EACH.* dinner plates, salad plates, soups, fruits, cups, saucers; *1 EACH:* covered sugar, creamer, salad bowl, 12" chop plate. *F.O.B. New Jersey Warehouse.*

MIKASA *Cerastone* IRONSTONE DINNERWARE

Ovenproof . . . prepare, keep warm, serve in the same pieces! Exciting imports from Japan in *Modesto, Tomago, Golden Valley* or *Tartan* patterns bring colorful artistry in dinnerware for your table. Fine pieces have a delicate grace that belies their hardness and strength. Available in 58 Pc. Sets (Service for Eight, only. Shipped *F.O.B. New Jersey Warehouse.*

A MODESTO

A new attempt in leaf design in Bright Green with White. Brown stems with Green Leaves. Line on verge in Green. Same Pattern highlights exterior of all Matching holloware pieces.

6200XF2367—58 Pc. Set
Sugg. Retail $34.95

B TOMAGO

Rooster pattern in Yellow. Brown and Beige on Bone White plate. All holloware in matching solid Rich Brown Accent with White.

6201XF2367—58 Pc. Set
Sugg. Retail $34.95

C GOLDEN VALLEY

Luscious Fruits in Gold Tones and Avocado Green on White. Sunshine bright . . . an all year delight.

6202XF2367—58 Pc. Set
Sugg. Retail $34.95

D TARTAN

Cool Blue follows fresh Green in geometric sweep on White in this sophisticated pattern. Matching accessories.

6203XF2367—58 Pc. Set
Sugg. Retail $34.95

GOLDEN VALLEY
C

TARTAN
D

SET COMPOSITION—Modesto, Tomago, Golden Valley and Tartan Patterns. 58 Pc. Service for 8. (Approx. Ship. wt. 55 lbs.). 8 Each. dinner plates, salad plates, cups, saucers, fruits, cereal soups; *1 Each:* buffet platter, 9" salad bowl, 8" vegetable bowl, covered butter, covered sugar, creamer, salt and pepper. *F.O.B. New Jersey Warehouse.*

METASCO Ironstone Dinnerware for Your Informal Dining Enjoyment

Metasco Ironstone Oven to Table Dinnerware. Ovenproof, hand painted dinnerware, detergent and dishwasher proof from Japan for casual entertaining in the *Trinidad* pattern. Available in 55 Pc. Set (Service for Eight) only. *F.O.B. New Jersey or California Warehouse.*

TRINIDAD

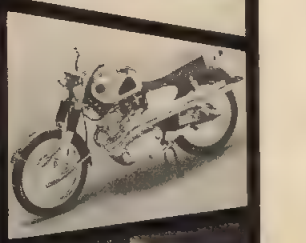
Refreshing Green and Gold Floral Motif on White. Green (Olive) rim softly forms the ideal contrast. Matching accessories.

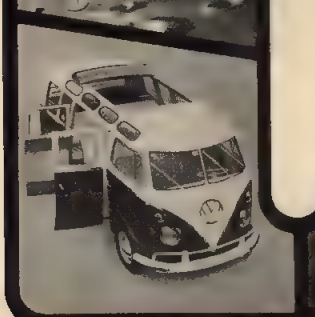
6204XF2663—55 Pc. Set.....Sugg. Retail $39.95

SET COMPOSITION—TRINIDAD. 55 Pc. Service for 8. (Approx. Ship. Wt. 45 lbs.) 8 Each: dinner plates, salad plates, soups, fruits, cups, saucers; *1 Each.* covered sugar, creamer, chop plate, salad bowl, covered tea pot. *F.O.B. New Jersey or California Warehouse.*

Over 30 new products

from Revell





They'll be released in early 1967. More than 30 new products ...to excite your old customers to new purchases, and to attract new customers for even bigger profits.

In Space. The Gemini spacecraft is a big seller ... now there are three more. There will be two versions of the Apollo spacecraft ... plus an astronaut ... as part of Revell's '67 space program.

In the Air: Apollo will be in the news in 1967, and so will the new Supersonic Transport (SST). That's right. Revell will have an SST model, too. Also four new planes in a new large scale: two Vietnam type helicopters, the Spitfire, the "Flying Tiger" and the Messerschmitt Bf 109F.

On Land. Funny Cars are the big sensation on the drag strip this year. So, Revell has two new ones: the Dodge "Revellion" and the Studebaker "Miss Deal." And two more Big Wheels ... a Honda Scrambler and a '67 Volkswagen station wagon.

On the Sea: Just about the most famous ship in history, the "Big E" ... the U.S.S. Enterprise will carry Revell colors this year. Add to this six new naval ships—some in a new small scale—plus a new large scale sailing ship.

Home Racing: Six hot new sets this year, for this hot new sport. Another first for Revell ... banked track for top speed and excitement! Also lap counters and popular new cars like Camaro, Mustang and Ferrari Squalo.

That's not all. New advertising, new merchandising, new promotions. A total of 124 ads, reaching an audience of over 60,000,000 customers. Your customers. '67 will be a great year for Revell. And you?

Revell

Revell, Inc., 4223 Glencoe Ave., Venice, Calif.

See it in 3 dimension!

STEREO VIEW-MASTER®

brings exciting scenes to life
in vibrant, breathtaking color

B-538

B-482

B-400

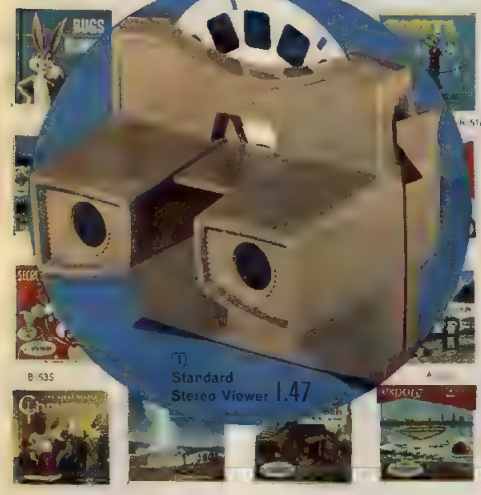
B-535

B-382

A-306

B-362

A-071



1 Standard Stereo Viewer 1.47

3 Walt Disney Theatre Pak 7.99 Set

4 Standard View-Master Gift Pak 3.58 Set

2 Viewer with "Batman" Pak 2.74 Set

5 Deluxe Lighted View-Master Pak 5.44 Set

View-Master Stereo Viewer

[1] The famous View-Master Stereo Viewer that lets you see breathtaking pictures in full color and life-like three-dimensions. Simply hold viewer up to light for illumination. Takes all View-Master stereo picture reels. Precision lenses give sharp pictures and magnification.
With wide reel advance lever. Made of high-impact polystyrene plastic. Includes one View-Master stereo reel.
55 J 3918. Shipping weight 1 lb. 6 oz..... 1.47

DELUXE LIGHTED VIEW-MASTER STEREO VIEWER with internal illumination . . . lights your pictures with just a flick of the lever to bring out true color brilliance. No need to hold up to light. Operates on 2 size "C" batteries (not included . . . order below). Includes one View-Master stereo picture reel. Measures 5½x5¾x4½-in. high.
55 J 3930M. Shipping weight 1 lb. 4 oz..... 3.50
55 J 3422M. Pkg of 2 size "C" batteries. (8 oz.) ... Pkg. 32¢

Stereo Viewer with "Batman" Pak

[2] Television's caped crusader battles the forces of crime and evil in breathtaking three-dimension . . . thru the magic of your stereo View-Master viewer. Just hold viewer to light to see thrilling, life-like scenes in amazing depth and color . . . as if you were actually there. Includes standard View-Master viewer plus Batman packet (3 reels).
55 J 3925. Shipping weight 1 lb. 6 oz..... Set 2.74

Walt Disney Cartoon Theatre Pak

[3] Adds a unique and special charm to Christmas festivities for all boys and girls. They'll see their favorite Walt Disney characters in full, true-to-life color. As a matter of fact, don't hesitate to share their enjoyment—Walt Disney creates a magic appealing to both young and old. Ten non-stereo 14-scene View-Master color reels complement an outfit that includes projector with sharp f/3 lens, 13x14-in. fiber board screenette, 30W lamp, and cord. Sleeping Beauty, Bambi, Donald Duck, Mickey Mouse, Mary Poppins, and Peter Pan are but a few of the many characters waiting to bring happiness into your home.
255 J 3920. Mailable. Shipping weight 6 lbs. Set 7.99

BUGS BUNNY DELUXE THEATRE PAK. hilarious entertainment with each flick of the lever! Complete outfit includes projector and screen as above, plus ten, 14-scene non-stereo reels in vivid, life-like color, featuring your favorite Bugs Bunny characters, from Daffy Duck to Elmer Fudd!
255 J 3921. Mailable. Shipping weight 6 lbs..... Set 7.99

Standard View-Master Gift Pak

[4] A wonderful Christmas gift that youngsters will never tire of. Famous standard View-Master Stereo Viewer brings their favorite cartoon characters to life in brilliant color and life-like three dimensions. Just hold it to any light—precision ground lens brings pictures into sharp focus.
Also includes your choice of one 7-reel pak, either (A) Cartoon favorites (Huckleberry Hound, The Flintstones, Top Cat etc.) or (B) Walt Disney favorites (Donald Duck, Mickey Mouse, Mary Poppins, etc.). Shpg. wt. 1 lb. 14 oz.
55 J 3945. State letter and title of one group..... Set 3.58

Deluxe Lighted View-Master Pak

[5] Give the youngsters a complete personal picture show of their favorite cartoon characters in full color and thrilling three dimensions. Deluxe lighted Stereo View-Master Viewer operates on two size "C" batteries (included) . . . internal illumination shows each scene brightly—no need to hold it up to light. A flick of the finger changes the scene . . . a press of the finger turns on light.
Your choice of (A) Cartoon Favorites (same as above) or (B) Disney Favorites (same as above). (2 lbs.).
55 J 3913. State letter and title of one group. ..... Set 5.44

VIEW-MASTER® FULL COLOR PACKETS

Only 1.25 Each

Each packet below has 3 reels (21 pictures). To order: state catalog number of group; then subject number and title. Shipping weight 2-oz. Example, 55 J 3948M, B-492 Batman.

NEW RELEASES..... Catalog Number 55 J 3942M

B-638* Beep, Beep, The Road Runner
B-852* Bible Heroes
B-536* Dennis the Menace
A-071 Expo '67 General Scenes
A-074 Expo '67 Night Scenes
B-363* Jungle Book
B-006* Lost Civilizations of Mexico
B-462* Lost in Space
A-061* Montreal
A-786 Nat'l Shrine, Washington, D.C.
A-086* Ottawa
B-675* Our Planet Earth
B-676* Prehistoric Life
A-418* President Johnson's Texas
B-677* Rocks and Minerals
B-230* South Viet Nam
A-039* This is Ontario
A-784* U.S. Capitol Building
A-786 Washington D.C. Cathedral

CHILDREN'S STORIES and Special Subjects. Cat. No. 55 J 3948M

B-380* Alice in Wonderland
B-725* American Indian
B-467* America's Man in Space
B-305* Anderson's Fairy Tales
B-400* Bambi
B-600* Barbie's World Trip
B-462* Batman
B-670* Beverly Hillbillies
B-537* Blondie and Dagwood
B-675* Birth of Jesus
B-471* Bonanza
B-515* Bullwinkle†
B-831* Bugs Bunny
B-660* Captain Kangaroo†
B-533* Casper
B-617* Children's Zoo
B-389* Christmas Carol
B-383* Christmas Story
B-318 Cinderella
B-479* Daniel Boone
B-829* Donald Duck
A-178 Fantasy Land—Disneyland
B-514* Flintstones†
B-580* Flintstones, Pebbles & BB†
B-488* Flipper
A-176 Frontierland
B-317* Goldilocks and 3 Bears
B-374* Gulliver's Travels
B-425* Heidi
B-817* Huckleberry Hound†
B-314* Jack and the Beanstalk
B-474* Lassie and Timmy†
B-489* Lassie Look Homeward†
B-319* Little Red Riding Hood
B-465* Lone Ranger
B-381* Littlest Angel
B-656* Man on the Moon
B-464* Man from U.N.C.L.E.
A-064* Marineland—Florida
A-188* Marineland—Pacific
B-376* Mary Poppins
B-809* Mickey Mouse
B-829* Mighty Mouse†
B-410* Mother Goose Rhymes
B-532* 101 Dalmatians
B-382* Night Before Christmas
B-538* Peanuts
B-372* Peter Pan
B-311* Pinocchio
B-516* Popeye†
B-619* Prehistoric Animals
B-534* Quick Draw McGraw†
B-670* Rudolph the Red Nose Reind'r
A-173* San Diego Zoo
B-535* Secret Squirrel & Atom Ant†
B-308* Sleeping Beauty
B-309* Snow White & Seven Dwarfs
B-508* Space Mouse
B-618* Strange Animals—World
B-511* Tom and Jerry
B-513* Top Cat†
B-370* 20,000 Leagues Under Sea
B-469* Voyage to Bottom of the Sea
B-614* Wild Animals—World
B-388* Winnie-the-Pooh
B-612* Wonders of the Deep
B-361* Wizard of Oz
B-308* Woody Woodpecker Show

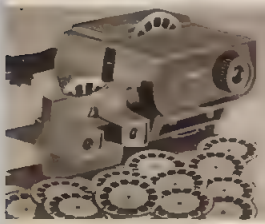
TRAVEL..... Catalog Number 55 J 3944M

A-486* Black Hills, S. D.
A-169* Southern California
A-900* Canada
A-376 Carlsbad Caverns
A-051 Chicago
A-051 Cypress Gardens, Florida
B-158* England
B-172* France
A-096 Glacier National Park
A-361* Grand Canyon
A-307 Grand Teton Nat'l Park, Wyo.
A-089 Great Smoky Mountains
A-063 Greater Miami
A-196 Hollywood, California
B-226* Holy Land
A-123* Honolulu and Waikiki
B-180* Italy
A-186* Las Vegas, Nevada
A-181* Los Angeles, California
B-001* Mexico
A-027 Mt. Rushmore, S.D.
A-046* New Orleans
A-049* New York City
A-054* Niagara Falls
C-166 Paris
A-321 Pikes Peak—Colorado Springs
B-430 Puerto Rico
A-322 Rock Mountain Nat'l Pk., Colo.
C-089 Rome
A-172 San Francisco
B-188* Switzerland
A-051 United Nations
A-786* Washington, D.C.
A-783 White House
A-598 Wisconsin Dells
A-058 Yellowstone National Park
A-171 Yosemite National Park

STATE TOUR SERIES..... Catalog Number 55 J 3945M

A-181* Alaska
A-380* Arizona
A-168* N. Calif.
A-390* Colorado
A-990* Florida
A-120* Hawaii
A-850* Illinois
A-840* Iowa
A-945* Kentucky
A-980* Michigan
A-850* New York
A-986* Ohio
A-410* Texas
A-875* Tenn.
A-270* Wash.
A-855* Wisconsin

*Story folder incl †Stereo viewing only, not for projector use.



Project-a-Show

9.64 Set

You get 1 standard 30 watt View Master projector, 1 standard View-Master Viewer plus 15 seven scene reels and illustrated story book. Mail. (7 lbs.)
255 J 3912 Set 9.64

Deluxe Projector

12.88

Electric projector shows 7 or 14-scene reels in 2 dimensions f/2.8 lens shows 30x27-in. picture. Reel incl. 100 watt lamp. High impact polystyrene 6-ft. cord. (3 lbs. 10 oz.)
55 J 3902. 12.88

See Page 277 for low Budget Power monthly terms—No Money Down

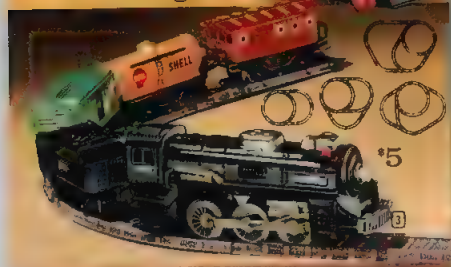
Wards Mechanical

3.99

1

5.69

2



5

3

4

4.49

Trains!

1 **Whistlin' locomotive is fascinating!** Chugs along on piston action pushed by the train of the trailer in and out. Lights flash on and off as piston cylinder. When this train reaches a track end it reverses direction. You never know where it will go next. A handsomely detailed, colorful, sturdy plastic. Operates on 3 D batteries. Order on page 288. About 14½ in. long.
48 HT 23172 Ship. wt. 2 lbs. **3.99**

2 **Talking locomotive!** Your tickets please! A conductor in New York intercommunicates messages to and clear. The steam emits sounds too. Lever and repeat a conductor of sturdy plastic. Battery powered sound. Uses 1 D battery. order from page 288. Friction powered wheels.
48 HT 23154 Ship. wt. 2 lbs. 12 oz. **5.69**

3 **19 pc. train set.** Battery operated locomotive with headlight clicks along its oval track followed by coal car, box car, oil car and caboose. A wide, easily switched round track. 12 track pieces, 2 switch tracks. Main switch, off switch. Metal train cars, solid track are colorfully lithographed. Easy for a child to set train on track. Train about 25 in. on overall. Uses 2 "D" batteries. See page 288.
48 HT 23170 Ship. wt. 5 lbs. 8 oz. **5.00**

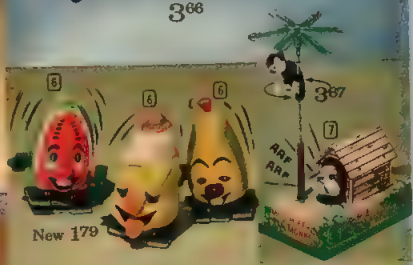
4 **Scenic mountain.** Two caterpillar-sized engines travel around track with whistle sound from scenic mountain. Bell rings when they stop. Switching action. Colorful lithographed metal construction. Tracks up wide. Takes 2 "C" batteries. See page 288.
48 HT 23155 Ship. wt. 2 lbs. 4 oz. **4.49**

For electric train sets see page 307

5

See page 220—Barbie and Ken go Braniff too!

3.66



8 6 6 7

3.67

New 1.79

8 **Munchie Melon, Barnaby Banana, Carlos Corn** delightfully fully 3-in. high clown-like heads are fun. Just wind them up, they walk around. Whoever heard of Munchie spunk, Barnaby a top-hat dandy, orange tonged Carlos's mash grin! Tin and plastic.
48 HT 23397 Ship. wt. 8 oz. Set **1.79**

7 **Bulldog** stays in barking to avoid mischievous mutt by scampering up the palm tree with the stolen coat! Dog goes back inside down slides monkey. Uses 2 D batteries page 288. Lithographed metal. Art. 6x8½ in.
48 HT 23152 Wt. 2 lbs. 6 oz. **3.67**

12 13

Toyland . . . where the ACTION is!

Airplanes!

5 Here's a Bonniff International jet with authentic details. Built with automatic stop and go action! Jet pods light up, along with simulated jet noise. Plane starts taxiing and if you position the front wheels, it "holds" on the ground—in a 36-in. circle. Beautiful blue and white plane with white wings, rudder, tail. Plastic and metal construction. About 15 in. long. Operates with 2 "D" batteries from page 288.
48 HT 23157—Ship. wt. 2 lbs. 3.66

8 A famous traveler with lighted propellers! Realistically scaled DC-7C of Northwest Orient Airlines.

Two inside propellers start, then the outer two. Lights turn as propellers revolve. It taxies like a real plane. Holds in a circle by positioning the wheels. Metal, plastic construction. About 14¾ in. long. Takes 2 "D" batteries from page 288.
48 HT 23136—Ship. wt. 2 lbs. 8 oz. 4.49

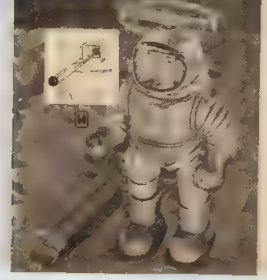
9 American Airlines Boeing 737 jet. Authentically detailed. With stop and go action. Two jet pods flash. All metal except for plastic jet pods. About 13½ in. long. Takes 2 "C" batteries. Order page 288.
48 HT 23148—Ship. wt. 2 lbs. 2.99

10 All the excitement of jet aircraft has been designed into this toy! GD Grumman F111A jet fighter is just like the real planes flown in the U.S. Air Force!

Turn it on and it screams like a real jet, red lights in tail flash on and off. It taxies slowly as the wings fold back, screaming noise stops as though it were in flight. Plastic needle nose. Metal and plastic body, 14½ in. long. Powered by two "D" batteries. Order from page 288.
48 HT 23153—Ship. wt. 2 lbs. 4.00

11 Trans World Airlines Boeing 707 jet plane. Authentically detailed. Friction powered. Just run it on the ground, it goes by itself. No batteries needed. About 16½ in. long. Metal construction.
48 HT 23297—Ship. wt. 1 lb. 4 oz. 2.29

THIS CHRISTMAS CALL WARDS JUST SAY "CHARGE IT!" SEE PG. 348



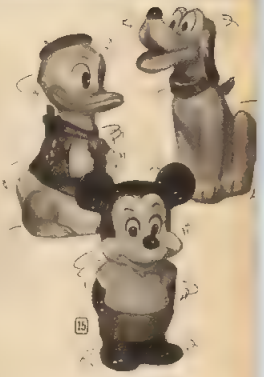
Spacemen!

12 "Lost in Space" robot. An out-of-this-world toy that really walks in space. Just like the robot on TV. Lights blink as he walks along move arms manually. Follow his progress around obstacles, hazards. Sturdy plastic. About 12 in. tall. Order 2 "D" batteries, from page 288 to run his motor.
48 HT 23037—Ship. wt. 2 lbs. 12 oz. 6.99

13 The metal man from space—walks with every precision moving his arms along with his legs. See the gears in his colorful plastic head revolve; lights flash, and watch TV screen showing moving space pictures. Colorfully lithographed metal, about 15 in. high. Uses 2 "D" batteries. See page 288.
48 HT 23180—Ship. wt. 2 lbs. 12 oz. 4.49

14 New moon scout. Push a button on the remote control, excitement starts with a whirling blade atop his space helmet, with a red and green light, he walks and moves his arms carefully just like he's walking on the moon. Push the other button and five high-bouncing rubber balls shoot out from behind the flag to surprise you! Metallic colored metal body, shoes and head with clear plastic visor. Takes 2 "D" batteries, order from page 288. About 11¾ in. high.
48 HT 23144—Ship. wt. 2 lbs. 8 oz. 6.49

See more space toys on page 257.



Just wind them up! Disney's friends dance 'round and 'round

2.29 Box of 3

15 Three famous personalities that everybody loves—created by Walt Disney. Simply wind them up, this happy threesome dance 'round and 'round.

Donald Duck, is straightening his red bow tie; Mickey Mouse with paws in his pockets has a broad grin; Pluto is sitting waiting for the action! Made of a semi soft plastic painted with bright colors. About 4½ in. tall. Assortment of 3 in a box.
48 HT 23399—Ship. wt. 12 oz. . . . Box 2.29

Deluxe Quality 32" and 24" Illuminated Replogle Globes

THE DIPLOMAT TRADITIONAL 32-INCH ILLUMINATED "HEIRLOOM" GLOBE
5017NF96000 For those who demand the ultimate in a world globe, this Replogle **32-inch "Diplomat Traditional"** models a proud possession. Superbly hand crafted for utmost accuracy, globe map is in **10 colors. Over 100-inches around** scaled 250 miles to the inch. More than **3200 sq. in. of map surface.** Model of strong crystal-clear acrylic revolves smoothly. Traditional design Walnut finish cradle mounting, hand carved and rubbed. Solid brass meridian has hand engraved degrees. AC or DC, 110 volts. 48" H. Ship. wt. 300 lbs. **F.O.B. Illinois Factory** **Retail $1200.00**

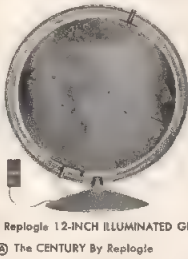
THE DIPLOMAT CLASSIC 32-INCH ILLUMINATED "HEIRLOOM" GLOBE
5016NF80000—32-inch "Diplomat Classic," among the most wonderful gifts in the field of world appreciation. Introduce lucky celebrated persons in all walks of life. Superbly hand crafted for utmost accuracy. Globe map is in 10 colors. Over **100-inches around,** scaled 250 miles to the inch. More than **3200 sq. in. of map surface.** Model of strong crystal-clear acrylic revolves smoothly and effortlessly. Hand rubbed solid walnut finish, brass tipped legs, brass caps up or down to bring any area into view. Metal fork brass plated. U.L. approved. AC or DC, 110 volts. 45" H. Ship. wt. 75 lbs. **F.O.B. Illinois Factory** **Retail $1000.00**

THE EXECUTIVE TRADITIONAL 24-INCH ILLUMINATED "HEIRLOOM" GLOBE
5015NF60000 Magnificent **24-inch Replogle illuminated** globe, over **75-inches around,** designed to enhance and serve the executive office, reception room, home library. Hand crafted for utmost accuracy, globe map is in 10 colors. Scaled 250 miles to the inch. Model of strong crystal-clear acrylic revolves smoothly and effortlessly. Traditional design. Hand rubbed solid walnut, legs are brass tipped. Metal fork solid brass nickel plated. Meridian has hand engraved degrees. AC or DC, 110 volts. Ht. 45" Ship wt. 50 lbs. **F.O.B. Illinois Factory.** **Retail $750.00**

THE EXECUTIVE CLASSIC 24-INCH ILLUMINATED "HEIRLOOM" GLOBE
5020NF40000 24-inch Replogle globe, **over 75-inches around.** Superbly hand crafted for utmost accuracy. Globe map is in 10 colors. Scaled 250 miles to the inch. **1800 sq. in. surface.** Includes landmarks, place names, rivers, lakes, mountains, plateaus, deserts, highways, railroads, oceans, seas, etc. Model of strong, crystal-clear acrylic revolves smoothly, effortlessly. Classic mounting of walnut grain. Hand rubbed solid walnut. Removable converts to table or desk. Revolves, swings up or down on Gyro Mount mounting. AC or DC, 110 volts. Ht. 43¾" Ship. wt. 45 lbs. **F.O.B. Illinois Factory** **Retail $500.00**

A low approximately 90 days for shipment of the 24" and 32" globes above

Ⓐ The CENTURY By Replogle



Ⓑ Replogle 12-INCH ILLUMINATED GLOBE

Ⓒ Replogle STEREO RELIEF GLOBE

Ⓓ Replogle GLOBE-ATLAS COMBINATION

Ⓐ **The CENTURY By Replogle**

718NN3047 12-inch illuminated globe rests in an authentic reproduction of a century-old globe mounting. Base of **rich-tone solid Walnut,** hand carved and rubbed. Place names on 10-color globe stand out brilliantly when illuminated. **Includes book of uses and games, "The Story of the Globe."** Ht. 17". Ship. wt. 13 lbs. **Retail $49.95**

Ⓔ Replogle 16-INCH ILLUMINATED FLOOR MODEL GLOBE

Ⓑ **Replogle 12-INCH ILLUMINATED GLOBE**

5009NN1644—Add a world of distinction to your home with this hand-crafted **12-inch illuminated** globe. As valuable for reference as it is decorative. 10-color map shows thousands of place names, clear and easy to read. Full, numbered meridian, both meridian and base have rich satin-gold finish. U.L. approved. AC or DC, 110 volts. Ht. 16½". Ship. wt. 7 lbs. **Retail $26.95**

Ⓒ **Replogle STEREO RELIEF GLOBE**

5007NN1034—Thrill to nature's exciting contrasts with this beautiful **12-inch globe in raised relief.** Understand better how earth topography affects climate, populations, boundaries. See the flow and direction of ocean currents. Greatly detailed 10-color map. Unique **Space Flight mounting** combines solid walnut with satin-gold finish on base ring and numbered meridian. Ht. 15". Ship. wt. 6 lbs. **Retail $16.95**

Ⓑ **Replogle GLOBE-ATLAS**

5012NN2437 12-inch illuminated globe combined with a 400-page world atlas. Atlas contains detailed U.S. and foreign country maps, gazetteer, world information, fits into globe base. Top and bottom of base have mar resistant high-pressure plastic finish in walnut wood grain, sides are solid walnut. Globe shows thousands of place names. Numbered meridian has satin gold finish. U.L. approved, AC or DC, 110 volts. Ht. 16½". Wt. 9¼ lbs. **Retail $39.95**

5013NN1644 Same model with **non-illuminated globe ball.** Wt. 8½ lbs. **Retail $26.95**

Ⓔ **Replogle 16-INCH ILLUMINATED FLOOR MODEL GLOBE**

5010NF9760—Distinguished globe, perfect for office, home library or reception room. Cradle pedestal base of solid walnut, hand carved and hand rubbed. Brass alloy meridian. Globe ball is over 50 inches around. Scaled 250 miles to the inch. Full numbered brass plated meridian. U.L. approved, AC or DC, 110 volts. Stands 39½" high. Ship. wt. 28 lbs. **F.O.B. Illinois Factory. Ret. $160.00**

Ⓕ **Replogle 12-INCH ILLUMINATED FLOOR MODEL GLOBE**

5008NN3897 Stands 34¼" high on hand carved, solid walnut Duncan Phyfe pedestal base. Movable meridian, numbered in degrees, brings any area of the accurate 10-color globe into closer view. Thousands of place names are shown in easy-to read type. Meridian and metal fork brass plated U.L. approved, AC or DC, 110 volts. Ship. wt. 13 lbs. **$59.95**

Ⓕ Replogle 12-INCH ILLUMINATED FLOOR MODEL GLOBE

A Beautiful World Globe Will Add Charm and Interest to Any Room

Globes & Books

To Increase General Knowledge

The Golden Book Encyclopedia

671N4200 Deluxe Edition, 16 Volume set. Created especially for young people, contains more than 500 000 words of simple text, **printed in large, clear type.** It covers 1 375 topics which, according to educational studies and surveys, **are those most needed by the school child. Color illustrations;** cloth bound. **Retail $56.00**

Aids to Learn Faster Understand More

Rand McNally New Cosmopolitan World Atlas

5015N1271 Expanded global view edition **420 pages with new maps, new features** [illegible] 16 pages of carto[illegible] full color reproductions of historical maps of the American [illegible] Also has 260 pages in full color. The most complete [illegible] and figures section in any atlas. 80 000 entry Index with latest population figures. Size 11¼"x14¼". **Ret $16.95**

The APOLLO by Rand McNally

5021NN3143 This desk globe will add richness and beauty to any home or office with its gold plated full meridian and solid Walnut cradle base. **12 inch illuminated** multicolored ball completely up-to-date reference for clearer understanding of the news and world events. Ht. 15". Ship. wt. 11 lbs. **Retail $49.95**

Handsome Additions to Home or Office

Rand McNally PILGRIM

5022NN2205 The beautifully hand crafted Fruitwood finisher base holds the Rand McNally **illuminated 12-inch globe,** a perfect blending of Colonial design with modern world information. Gold plated semimeridian calibrated for both latitude and miles. Ht. 18". Ship. wt. 11 lbs. **Retail $34.95**

The DISCOVERER II By Rand McNally

5023NF2397 – Blends modern and traditional design in a distinguished **16-inch floor stand** globe. The brass-plated base holds the hand crafted Walnut finished pedestal. Globe is mounted in a double-action meridian ring. Ht. 38". Ship. wt. 10 lbs. **F.O.B. Illinois Factory. Retail $39.95**

The COMMANDER By Rand McNally

5024NF4500—Beautiful contemporary design makes the Commander a proud addition to any home or office. The **16-inch ball** is suspended in a richly polished full meridian. Free floating action permits any section of the world to be brought into view. Base and top Walnut finished with brass plated supports, ideal for book or magazine storage. **Ht. 42".** Ship. wt. 23 lbs. **F.O.B. Illinois Factory. Ret. $75.00**

16TH Century Globe Reproduction for Table or Desk

OLD WORLD GLOBES

Handsome replications of 16th Century masterpieces. Metal arc. Semicircle frame and entire map authentically produced from old Italian Royal Portolan Edge. Classic, richly grained hardwood base.

5025NN1350—Globe stands 8" high, 7" wide. Sugg. Retail $24.95

5026NN1688—Globe stands 9" high, 6" wide. Sugg. Retail $29.95

5027NN2025—Globe stands 10" high, 8½" wide. Sugg. Retail $34.95

5028NN2363—Globe stands 11½" high, 9½" wide. Sugg. Retail $39.95

Rand McNally "COSMOPOLITAN"

One of the finest Rand McNally 16" **illuminated** globes, precisely accurate, completely up-to-date, a dependable reference source. Full meridian ring, finish in brass, degrees of latitude on one side, scale of miles on other.

F.O.B. Illinois Factory. Ship. wt. 29 lbs.

634NF9900—Mahogany finish **Retail $165.00**

702NF9900—Fruitwood finish. **Retail $165.00**

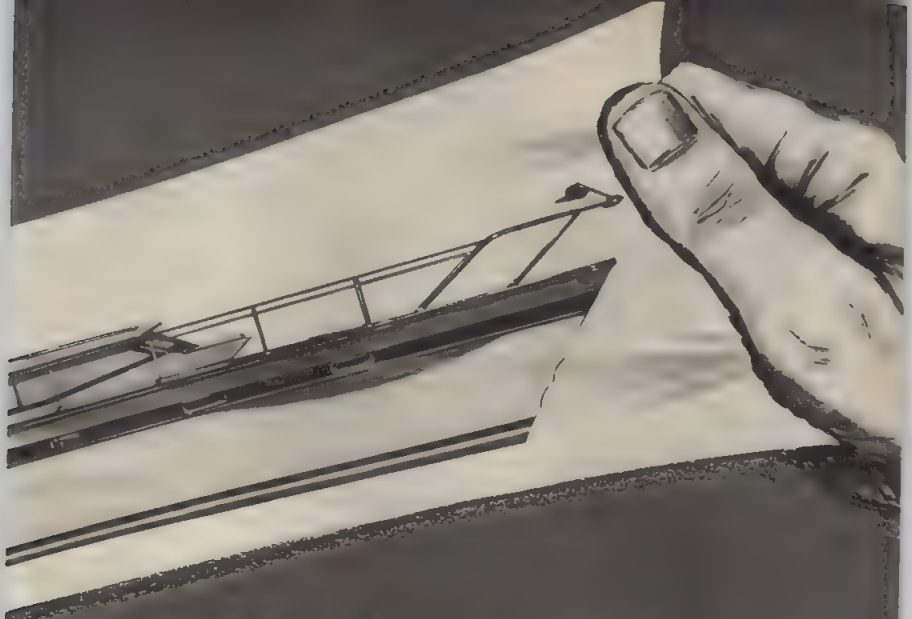
717NF9900—Oil Walnut Finish. **Retail $165.00**

The "CENTENNIAL" By Rand McNally

703NF15750—The magnificent Centennial is an exclusive Edward J. Wormley design. The 16" **Illuminated** Globe is mounted in a full meridian of satin-finished brass which rotates on roller bearing, so that any part of the globe can be brought into view. Feet and center support are solid brass, finished in polished chrome. Brass screw studs are imbedded in the wood legs. Ht. 33". Wt. 22 lbs. **F.O.B. Illinois Factory. Retail $250.00**

HANDSOME WALNUT FINISHED WOODEN FLOOR STAND

TROJAN
...STRETCHES
YOUR
BOATING
DOLLAR



TROJAN BOAT COMPANY

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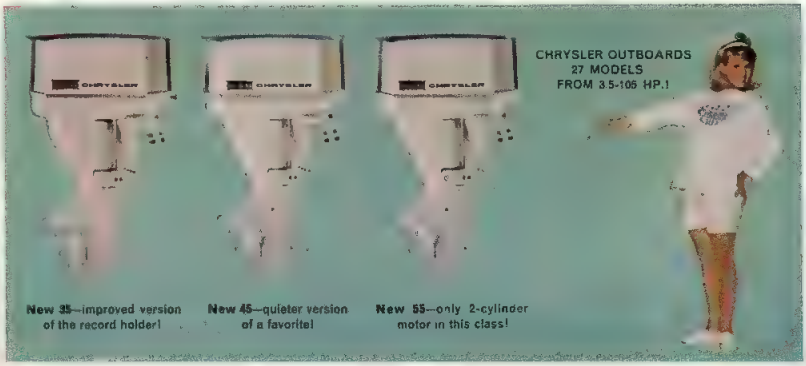
Beautiful new Chrysler Hydro-Vee runabouts!
Spanking new, fun-engineered Chrysler outboards!
Greatest choice ever of Chrysler inboard and I/O power!

Hydro-Vee interiors feature swivel ng-reclining bucket seats, sport-car appointments



MARINE PRODUCTS GROUP **CHRYSLER CORPORATION**

When Chrysler know-how hits the water, things happen. Fun things. Look! . . .

All-new Chrysler Hydro-Vee runabouts, from 14 to 23 feet, bring you a new, patented kind of hull that skims you over the surface like a racing hydroplane, slices through heavy water like a Deep-V. *Safe*—with exclusive Foam-Pac fiberglass construction. *Steady*—with broad beam and stepped sponsons. *Roomy*—with more cubic feet of capacity per foot of length. See them.

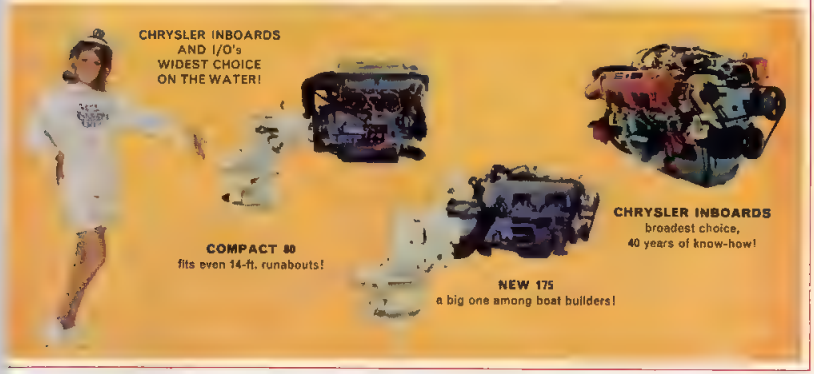
See all the fiberglass and aluminum Chrysler boats. From our 12-footer to our family size 24-footer, they're just plain more fun per foot!

Fun-engineered Chrysler outboards give you all the "go" you need to make *your* favorite water sport more enjoyable. Brand-new are the 35-, 45-, and 55-horsepower models—with new styling, quietness, economy, and power. You can pick from 27 Chrysler outboard models—from a spunky 3.5 to a snarling 105. And *one* is just right for *your* kind of boating fun!

Chrysler inboard-outdrive and inboard engines also give you top choice in 1967. Nine different I/O's including the popular 80, the brand-new 120 and 175, and up to the 290-hp. model. As for inboards, you can start at 125—go all the way to 335 horsepower. There's a brand-new V-drive, too!

Get in on the fun. Let the Chrysler Crew—the dealers who sell and service Chrysler marine products—put *you* on the water this year!

17-foot Courier 229. The "229" indicates hull capacity—a full 229 cubic feet, according to official B I A. formula! More fun per *foot*.



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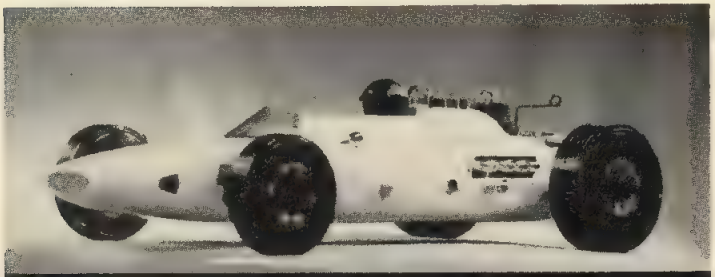
Rigorous use—and abuse—is to be expected of toys. Performance is a "must" in coatings...plus the ability to provide the exact color effects you want. Bee Coatings are right for your products...and your production. Write for information.



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Winchester Saddle Gun by Mattel

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EUROPEAN OPERATION
Bee Chemical Company (U K) Ltd
New Silvertown Industrial State
Silvertown, London, E. 16 England

Asp by Classic Industries

[illegible] Roadster by Revell

"Baby First-Step" by Mattel

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427 Cobra Roadster by Unique Engineering

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Plymouth Barracuda by K. B. Mfg.

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THE CHARM OF GOOD LUCK"
GENUINE STONE

by Russel

CIRCLE OF BEAUTY
Gold Filled—11521C975 . . . $19.50
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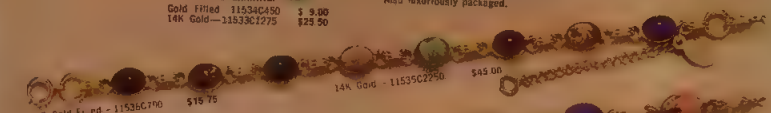
Gold Filled 11532C825 $16.50

Genuine Stone Scarabs mounted in 14Kt and 12Kt. Gold Filled and Sterling Silver Beautifully set by expert craftsmen. Also luxuriously packaged.

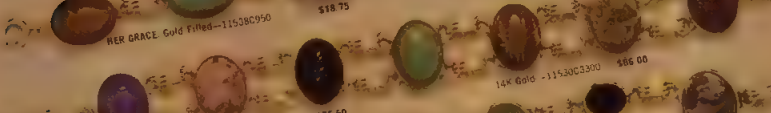


PETITE Gold Filled - 11536C790 $15.75
14K Gold - 11535C2250 $45.00

PRINCESS Gold Filled - 11524C900 $18.00
14K Gold - 11525C2475 $49.50

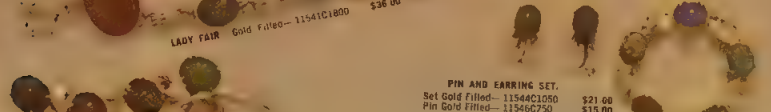
MONIQUE Gold Filled 11527C875 $17.50
14K Gold - 11526C2025 $40.50

LADY LUCK Gold Filled 11528C975 $19.50
14K Gold 11529C2175 $43.50



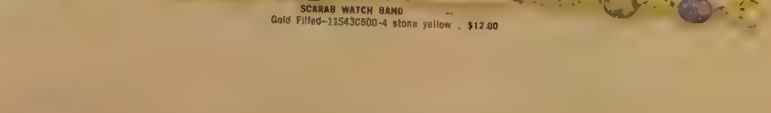
HER GRACE Gold Filled—11538C950 $18.75
14K Gold—11537C2100 $42.00

SAN SOUCI Gold Filled— 11531C1275 $25.50
14K Gold - 11530C3300 $66.00



LADY FAIR Gold Filled— 11541C1800 $36.00
14K Gold - 11540C4800 $96.00

PIN AND EARRING SET.
Set Gold Filled— 11544C1050 $21.00
Pin Gold Filled— 11546C750 $15.00
Pin 14K Gold—11545C2350 . . . $46.50
Earrings Gold Filled-11547C375. $ 7.50



SPRAY PIN
Gold Filled—11542C1200 $24.00

SCARAB WATCH BAND
Gold Filled—11543C600-4 stone yellow . $12.00

by Russel

EXCLUSIVE GENUINE JADE PINS.
Set in Gleaming 14K Solid Gold, Oxidized Sterling Silver and 14K Gold Finish on Sterling.

GOLDEN PEACOCK.
14K Gold-11579C2400 $48.00
Sterling— 11580C600 $12.00

BUSY SQUIRREL
14K Gold-11581C2625 .$52.50
Sterling—11582C675 .$13.50

THE ELUSIVE MOUSE
14K Gold—11583C2550 $51.00
Sterling—11584C675 .$13.50

THE RABBIT.
14K Gold-11589C1800 .$36.00
Sterling—11590C600 .$12.00

LOVE BIRDS
14K Gold—11587C2250 $45.00
Sterling—11588C600. .$12.00

THE PUSSYCAT
14K Gold
11585C1350 $27.00
Sterling
11586C525 $10.50

GENUINE JADE AND CULTURED PEARL. Gold Filled—11591C975 $19.50

GENUINE JADE. Gold Filled— 11592C900 $18.00

CULTURED PEARLS Gold Filled —11593C415 $8.30

CULTURED PEARLS Gold Filled— 11594C415 $8.30

CULTURED PEARLS Gold Filled—11595C415. $8.30

CULTURED PEARLS. Gold Filled— 11596C415 $8.30

CULTURED PEARL PIN.
Gold Filled— 11599C975
$19.50

CULTURED PEARL PIN.
Gold Filled— 11598C975
$19.50

CULTURED PEARL PIN.
Gold Filled—
11597C750 $15.00

SCARAB RING.
14K Gold— D4879B1425 $28.50

CLUSTER SCARAB RING
14K Gold— D4878B1425 $28.50

BLACK ONYX RING.
14K Gold— D4876B1425 $28.50

SCARAB PETITE RING
14K Gold— D4877B1350 $27.00

JADE RING
14K Gold— D4882B2700 .$54.00

JADE CLUSTER RING.
14K Gold— D4881B1650 $33.00

BLACK ONYX PETITE RING.
14K Gold— D4880B1350 . .$27.00

EXCLUSIVELY DESIGNED GENUINE STONE RINGS
Set in 14K Solid Gold.

Jefferson Guitars

SPANISH GUITAR

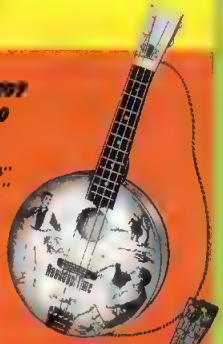
No. 93 BROWN

LENGTH 24"
DEPTH 2½"
WIDTH 9½"
1¾ lbs. each

COWBOY BANJO

No. 89

LENGTH 24"
DEPTH 2½"
Width 10"
Weight 2 lbs.



PALOMINO PONY GUITAR

No. 73 BROWN

LENGTH 30"
DEPTH 3¼"
WIDTH 11"
2½ lbs. each

DELUXE GUITAR

No. 75 Our Finest Guitar

All-Wood construction. Finished in two-tone Mahogany with white decoration. Equipped with six wire and nylon strings. Individually packed with instructions for tuning and playing.

LENGTH 31"
DEPTH 3½"
WIDTH 11½"
WEIGHT 4 lbs.

TEEN GUITAR

No. H-4 CORAL

LENGTH 30"
DEPTH 3¼"
WIDTH 11"
2½ lbs. each

VIOLIN

No. 91

Length, 22"
Depth, 2½"
Width, 7½"
Weight 2 lbs

GUITAR

No. [illegible]

[illegible]

LENGTH 32"
DEPTH 3½"
WIDTH 12¼"
3½ lbs.

HOTEL
NEW YORKER
Room 928

JEFFERSON MANUFACTURING CO.

200 FIFTH AVE., NEW YORK 10, N.Y. FACTORY: 2433 N. ORIANNA ST.
ROOM 263 WA 9-8220 GA 5-0505 PHILA. 33, PA.

JEFFERSON

HOTEL
NEW YORKER
Room 928

No. X60 *SPECIAL*
4-STRING GUITAR
MAHOGANY

LENGTH 24"
DEPTH 2½"
WIDTH 9½"
1¾ lbs. each

NEW
No. 65 *SPECIAL*
6-STRING GUITAR
MAHOGANY

LENGTH 26"
DEPTH 2⅞"
WIDTH 10
Weight 2¼ lbs. each

ROY ROGERS GUITAR
No. 70 BROWN

LENGTH 30"
DEPTH 3¼"
WIDTH 11"
2½ lbs. each

HAWAIIAN GUITAR
No. 72 CORAL

LENGTH 30"
DEPTH 3¼"
WIDTH 11"
Weight 3 lbs.

No. 80 *SPECIAL*
6-STRING GUITAR
MAHOGANY

LENGTH 30"
DEPTH 3¼"
WIDTH 11"
2½ lbs. each

All Guitars decorated with two harmonizing colors. Equipped with latest wire and nylon strings and plastic pegs. Each packed in separate decorated shipping container with instructions for tuning and playing.

Jefferson

JEFFERSON MANUFACTURING CO.
[illegible] NEW YORK [illegible] FACTORY: [illegible]

THERE'S ALWAYS SOMETHING NEW FROM OHIO ART!

PLUS PROFITABLE FAVORITES!

NEW! **No. 347 ACTION DRUM**

Patent Pending

Complete new concept. Clear sturdy mylar head. Lithoed metal body, mottled metal rims. Metal chain action connectors. Action figures when beat. 2 wooden sticks. Each in stand up package base. 1 doz. ctn. Approx. wt. 17 lbs.

No. 368 MUSICAL COLOR TV

Patent No. 203,938

Play portable television. Plastic. Overall, 10 1/16". Assorted colors. Genuine Swiss music instrument. Each in full color open display box. 1 doz. ctn. 28½ lbs.

NEW!

No. 375 MUSICAL TYPEWRITER

Patent Pending

Delightful make believe typewriter with realistic details. Start or stop five colorful rollers separately. Hours of delightful play value. Genuine Swiss music instrument. Sturdy plastic. Metal base. 10½" x 7¾" x 3¾". ½ doz. ctn. Approx. wt. 15 lbs.

NEW!

No. 353 MUSICAL WORK BENCH

Patent Pending

Dual tone speaker. Tools used to turn on or off, adjust tone or wind. Genuine Swiss music instrument. Educational. 10½" x 6½" x 5¾". ½ doz. ctn. Approx. wt. 15 lbs.

No. 370 MUSICAL TALK 'N SEE

Patent Pending

DIAL to TALK and SEE 6 family favorites. Colorful. Educational. Sturdy plastic. Genuine Swiss music instrument. 13¾" x 8½" x 2¼". Each in printed open display box. 1 doz. ctn. 22 lbs.

WORLD FAMOUS FOR QUALITY . . . THE OHIO ART COMPANY • BRYAN, OHIO

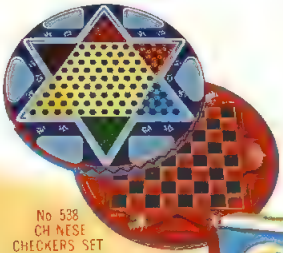
NEW YORK OFFICE: SUITE 628, 200 FIFTH AVENUE 10010 • PHONE (212) 242-6656

SEE AND SELL OHIO ART'S EXCITING FAMILY GAMES!

No. 516 HIPPITY HOP KANGAROO GAME — TWO GAMES IN ONE

Patent Pending

NEW! Hippity Hop Kangaroo will hop right to the top of the list of family game favorites. Two entirely separate games — one on each side of a sturdy lithographed metal board. Mechanical kangaroo flips the die. Plastic storage drawers. 18" diameter 20 playing parts. Each in full color display package. Plastic parts made in Hong Kong
½ doz. ctn. Approx. wt. 23 lbs.



No. 538 CHINESE CHECKERS SET

Lithoed metal board, 15¾" x 1". Chinese Checkers/Regular Checkers 60 glass marbles and 24 wooden interlocking checkers made in Japan store inside game board. Each in printed open display box
1 doz. ctn. 32½ lbs.

No. 578

NEW! *Mystery Pistol*

TARGETMASTER TOURNAMENT RANGE

Patent Pending

Lithoed metal range. Changeable target area. 9" sturdy plastic gun and assembly made in Western Germany. Mounted. Safe Fun. Each in sturdy box with colorful printed cover. Extra targets included. Overall size, 31" long, 9" high, 5" wide
½ doz. ctn. Approx. wt. 27½ lbs.

No. 575 MECHANICAL CARNIVAL SHOOTING GALLERY

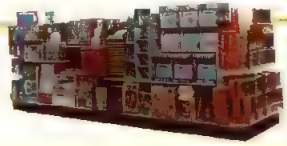
Lithoed metal target, 17" x 11" x 2⅛". Plastic gun and darts. Each in printed sturdy open display box
½ doz. ctn. Approx. wt. 27 lbs.

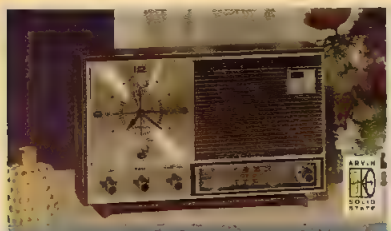
No. 549 ARNOLD PALMER TABLE GOLF—20 PIECES

Patent Pending

Metal fairway with felt putting green, 31¼" long. Plastic hazards change for various holes. Mechanical golfers control swinging action. Each in printed display box, 31½" x 12 1/16" x 3⅜". Parts protected by skin packing
½ doz. ctn. 26 lbs. ARNOLD PALMER

DISPLAY BIG.. SELL BIG!

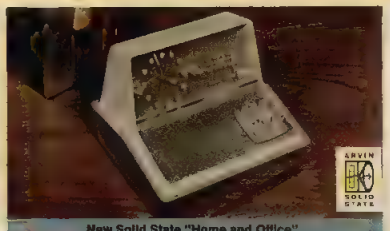




Arvin Solid State All Electric FM/AM Radio with Full Feature Clock

Enjoy crystal clear AM or static-free FM from powerful Solid State circuitry with 11 transistors, 6 diodes and a silicon rectifier. AC powered. Your favorite FM music serenades you to sleep, clock shuts radio off after one hour, then wakes you to soft music or buzzer alarm. Lighted clock dial plus lighted slide rule dial. Switchable AFC assures drift-free FM. 5" Velvet Voice speaker. Ext. FM antenna terminals. Walnut Wood-Grain cabinet. 12½" W., 7¾" H., 4" D. 6½ lbs.

52137Q4910 Walnut Wood-Grain ..... Retail $64.95



New Solid State "Home and Office" FM/AM Radio with Full Feature Clock

10-transistor radio puts music and time at your fingertips night and day. Just set the clock once and the radio lulls you to sleep with music, shuts off 60 minutes later, then wakes you gently next morning to music or alarm. Repeat-a-Call alarm lets you catch an extra 40 winks. The compact radio is a marvel of precision, brings you crystal-clear AM or static-free, drift-free FM with switchable Automatic Frequency Control. Other quality features: instant play Solid State circuit, lighted dial, variable tone control, slide rule tuning, built-in antennas. 8½" W., 6¾" H., 7½" D. 4 lbs.

52063Q3981 Fawn ..... Retail $49.95

Arvin Deluxe FM/AM Radio with Full Feature Clock

Automatically lulls you to sleep to soft FM music, shuts itself off, then wakes you up brightly in the morning to music or alarm. For that extra 40 winks, just tap the "Repeat-A-Call" button. Luminous tipped clock hands let you tell time in the dark. There's no FM station drift when you flip the Automatic Frequency Control Switch. Reliable etched circuitry. 14½" W., 6½" H., 4½" D. 8 lbs.

52141Q3230 Neutral Beige ..... Retail $39.95
52142Q3230 Charcoal ..... Retail $39.95

Arvin AM-FM Radio with Full Feature Clock

Beautifully styled, low priced. Finest quality features include fully automatic clock to wake you to music or alarm. At night, doze off to music, the automatic slumber switch turns radio off. Amazing power from finest etched circuitry with 6 tubes, 3 diodes and solid state silicon rectifier. Get drift-free FM with Automatic Frequency control switch. Indirect tuning. Velvet Voice speaker, external FM antenna terminals. 13½" W., 6" H., 5¼" D. 5½ lbs.

52155Q2516 Off-White ..... Retail $29.95
52156Q2094 Off-White — Without Clock ..... Retail $24.95

Arvin Dramatic New Solid State AM Radio with Full Feature Clock. All Electric 8 Transistor

Solid state radio—plus a full feature clock in a handsome cabinet that's less than 5" wide and 6" high. Just set the clock—music lulls you to sleep, and radio shuts off 60 min. later. Awake to music next morning, automatically "Repeat-a-Call" alarm. Doze Light and sweep second hand. Powerful solid state chassis, Velvet Voice speaker, push pull circuitry, slide rule dial and built in antenna. 4½" W., 7¾" H., 3¾" D. 2½ lbs.

52062Q1965 Walnut Wood-Grain ..... Retail $24.95
52061Q1965 Fawn ..... Retail $24.95

Arvin New Petite Styled Solid State AM Clock Radio with Automatic Wake-To-Music. All Electric 4-Transistor

Gently wakes you to the happy sound of music each morning—automatically. The AC-powered solid state chassis provides instant play. 2" Velvet Voice speaker delivers exceptional tone. The convenient clock is equipped with simple-to-operate Wake-to-Music control. Luminous tipped hands and sweep second hand. Built-in rod antenna. Newly styled molded break-resistant cabinet. 10¾" W., 5½" H., 3¾" D. 3½ lbs.

52060Q1592 Beige ..... Retail $19.95
52059Q1592 Ice White ..... Retail $19.95

Arvin Deluxe FM-AM-FM Stereo Radio
with Side Projected Sound

Thrill to the musical magnificence of FM Stereo! A special indicator light automatically signals FM Stereo reception. Rich sound from twin 5" Velvet Voice speakers. Enjoy AM or FM in addition to FM Stereo. Automatic Frequency Control on FM and FM Stereo. Twin lighted dials with tone and stereo balance controls. Two built-in antennas plus external FM antenna connections. Powered by 9 tubes, rectifier and 7 diodes. Deluxe Walnut Wood-Grain plastic cabinet. 18¾" W., [illegible] H., 7⅝" D. 18 lbs.

[illegible] Walnut Wood Grain ..... Retail [illegible]

Arvin New Solid State FM/AM Table Radio
in Warm Walnut Wood-Grain Cabinet

Powerful electric 8 transistor circuitry plays instantly, operates cooler. Variable tone control. Big 5" Velvet Voice speaker gives full rich sound. Switchable AFC "locks in" FM. Indirect tuning with lighted slide rule dial. Automatic volume control. Built-in AM and FM antennas plus external FM antenna terminals. Attractive warm Walnut Wood-Grain finish cabinet. 11½" W., 8½" H., 4½" D. 4½ lbs.

52068Q3337 Walnut Wood-Grain ..... Retail $42.95

Arvin Deluxe All Electric Solid State FM/AM Radio
in Genuine Walnut Wood Cabinet

A brilliant new concept in FM AM reception, featuring instant-play, cool-operating, long life Solid State circuitry. Special push pull output adds extra power to 11 transistors, 6 diodes and silicon rectifier. Switchable Automatic Frequency Control "locks in" FM signals. 5" Velvet Voice speaker plus full range tone control. Smooth indirect tuning and lighted slide rule dial for accurate station selection. Two sensitive built-in antennas plus provisions for external FM antenna. Genuine Walnut Wood cabinet. 13½" W., 8¾" H., 4⅝" D. 8½ lbs.

[illegible] Walnut Wood ..... Retail [illegible]

Arvin Superb Solid State FM/AM Radio Styled with a New Contemporary Flair

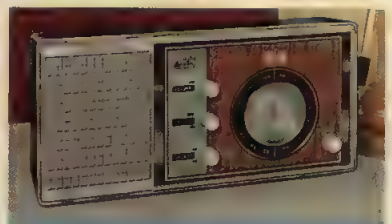
Solid state 8 transistor circuitry designed for instant play, cooler operation and longer set life. Velvet Voice speaker delivers glorious FM and AM sound. Indirect slide rule dial and variable tone control. Switchable AFC assures drift-free FM. High impact plastic cabinet with ferrite rod AM and FM antenna and external FM antenna terminals. 11½" W., 8½" H., 4½" D. 4½ lbs.

52067Q3104 Beige ..... Retail $39.95
52066Q3104 Charcoal ..... Retail $39.95

Arvin Solid State All Electric FM/AM Table Radio

Solid State circuitry features 11 prestige quality transistors and silicon rectifier—AC powered. Delivers static free FM or crystal clear AM from 5" Velvet Voice speaker. Switchable Automatic Frequency Control assures "locked in" FM reception. Lighted slide rule dial for easy accurate tuning. Full range tone control. Two built-in antennas plus provisions for external FM antenna connections. Molded plastic cabinet finished in warm Walnut Wood-Grain. 12½" W., 7¾" H., 4" D. 6¼ lbs.

[illegible] Walnut Wood-Grain ..... Retail [illegible]



Arvin Smartly Styled FM/AM Radio with Switchable Automatic Frequency Control

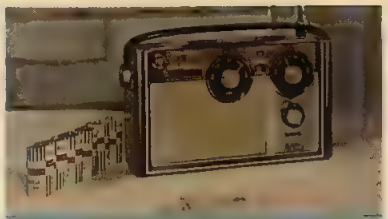
Powerful solid state silicon rectifier plus 6 tubes and 3 diodes delivers big performance. Has Automatic Frequency Control switch to keep FM signals locked on target. 4" Velvet Voice speaker. AM and FM antennas plus external FM antenna terminals. Durable molded plastic cabinet for neat, trim appearance. 14½" W., 6½" H., 4½" D. 6 lbs.

52065Q2664 Neutral Beige ..... Retail $32.95
52064Q2664 Charcoal ..... Retail $32.95

Deluxe 4-Band Transistor Portable Styled in Genuine Top Grain Cowhide

Shortwave 5.0 to 12.0 mc marine wave 1.7 to 4.7 mc FM AM 15 transistors, 5 diodes and thermistor, plus telescoping FM swivel whip antenna Tone control, fine tuning on shortwave bands, switchable AFC for drift-free FM, external antenna jack, earphone jack slide rule tuning with push button dial light Earphone and batteries incl 10" W, 6½" H, 3" D 6 lbs

52058Q4269 Black Leather ..... **Retail $54.95**
52067Q762 AC Power Adapter Unit ..... **Retail $ 9.95**

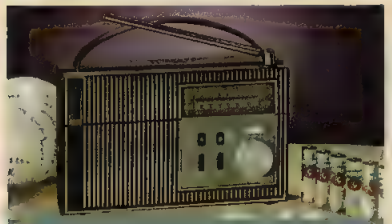


FM/AM 10 Transistor Portable in Luxurious Genuine Top-Grain Cowhide

Switchable AFC on FM, 2 Position Tone Control • 200 Hour Battery Life AC Power Adapter Jack • Telescoping Swivel Whip FM Antenna

Powerfully engineered with 10 transistors plus 4 diodes and 3-stage audio amplifier Velvet Voice speaker brings out the rich tones of FM and vibrant AM Automatic Frequency Control prevents FM drift Indirect drive tuning and 2 position tone control Telescoping FM whip antenna and built in ferrite rod AM antenna Equipped with jack for AC Power Conversion Unit (optional extra) Complete with earphone and batteries 8¾" W 4⅝" H 2⅝" D 4 lbs

23056Q3492 Walnut Leather ..... **Retail $44.95**
52108Q762 AC Power Adapter Unit ..... **Retail $ 9.95**



Power Packed 10 Transistor AM-FM Portable

Everywhere you go wonderful FM or your favorite AM station at your at the flick of a switch 10 prestige quality transistors plus 3 stage audio amplification FM whip antenna plus built-in AM antenna AFC switch for drift free FM Operates on AC (with optional AC adapter) or 6 AA Penlite batteries Complete with batteries and earphone 7½" W 4½" H 2¼" D 2¾ lbs

52113Q2752 Black ..... **Retail $34.95**
52108Q762 AC Power Adapter Unit ..... **Retail $ 9.95**

Personal Size FM/AM 9 Transistor Portable

A personal size FM AM portable designed for convenience and built with quality features including 9 prestige quality transistors plus 4 diodes thermistor and Copper etched circuitry vertical slide rule dial full range tone control and Velvet Voice speaker Built in AM and telescoping FM whip antennas High impact plastic cabinet with earphone jack Complete with earphone and 4 Penlite batteries 7¼" W 4¼" H 1⅞" D 2 lbs

52055Q2094 Black ..... **Retail $26.95**

9 Transistor FM/AM Portable with Leather Carrying Case

Big power from 9 prestige quality transistors, 4 diodes plus thermistor and Copper-etched circuitry Velvet Voice speaker reproduces amazing sound Quality features include accurate slide rule dial earphone jack built-in AM rod antenna telescoping FM whip antenna and high impact plastic cabinet Complete with earphone, 9 volt "snap in" battery and handy leather carrying case 2⅝" W 4⅜" H, 1¾" D, 1½ lbs.

52111Q1111 Black ..... **Retail $19.95**

Power Packed 10 Transistor Portable

For big command performance pick this powerful 10 transistor pocket size portable Sensitive built in ferrite rod antenna pulls in even distant stations Clear crisp sound from Velvet Voice 2¼" speaker Earphone jack Copper etched circuitry with thermistor assures stable and uniform reception Smartly styled plastic cabinet Complete with snap in 9 volt battery earphone and carrying case 2⅝" W 4½" H 1⅞" D 1¼ lbs

52052Q1033 Black ..... **Retail $12.95**

BENRUS

UNCONDITIONALLY GUARANTEED 3 YEARS

Benrus Watches are guaranteed to perform properly for 3 years, unconditionally. Other well-known brands guarantee, for a year. Benrus can afford to give a 3 year unconditional guarantee because Benrus makes a better watch. Every Benrus undergoes 1,350 tests and inspections before it leaves the factory.

PATRIOT

14K GOLD CASE
21 JEWELS

Patriot Golden Carla "21" . . . Striking octagon shaped creation. Flexible adjustable 10K gold-filled mesh bracelet with safety chain.
101A5490 **$125.00**

Patriot Golden Carla "A" "21" . . . Same as above in white.
102A5490 **$125.00**

39 JEWELS
14K GOLD CASE
SELF-WINDING
CALENDAR FEATURE
WATERPROOF*

Patriot Sky Comet "39" Tells time and date automatically. Features include luminous hands with sweep second. Woven flexible adjustable 10K gold-filled mesh band.
103A10490 **$210.00**

Patriot Sky Comet "T" "39" . . . Same as above with gold color dial.
104A10490 **$210.00**

21 JEWELS • WATERPROOF*

Patriot Sea Shark "21" . . . Ultra-thin model in all yellow case. Striking dial with radiant finish. Adjustable expansion band.
157A4350 **$87.50**

Patriot Sea Shark "Z" "21" . . . Same as above with black dial.
158A4350 **$87.50**

21 JEWELS

Patriot Lady Terry "21" . . . Superb dress creation beautifully accented by a faceted crystal. Adjustable bracelet with safety chain.
281A4790 **$90.00**

Patriot Lady Terry "W" "21" . . . Same as above in white.
282A4790 **$90.00**

SELF-WINDING • WATERPROOF*

Patriot Sky Dart "T" . . . Handsome 17 jewel ultra modern creation. Winds itself. Luminous hands. Adjustable center expansion band.
283A4890 **$100.00**

Patriot Sky Dart . . . Same as above with silver color dial.
284A4890 **$100.00**

21 JEWELS • 14K GOLD CASE
FLORENTINE FINISH

Patriot Golden Daria "21" . . . Charm and elegance in this breathtaking creation. Newest style tapered adjustable bracelet with safety chain.
210A5590 **$110.00**

Patriot Golden Daria "A" "21" . . . Same as above in white.
211A5590 **$110.00**

14K GOLD CASE

Patriot Lady Greta . . . Exciting oval 17 jewel creation. Flexible adjustable 10K gold-filled mesh bracelet with safety chain.
285A5990 **$125.00**

Patriot Lady Greta "A" . . . Same as above in white.
286A5990 **$125.00**

25 JEWELS • SELF-WINDING
WATERPROOF*

Patriot Sky Emperor "29" . . . Modern radiant dial watch encircled by minute track. Luminous hands with sweep second. Matching adjustable expansion band.
159A5490 **$110.00**

Patriot Sky Emperor "Z" "29" . . . Same as above with black dial.
171A5490 **$110.00**

14K GOLD CASE

Patriot Lady Nadine "A" . Fashionable sculptured 14K gold case. Beveled flexible adjustable 10K gold-filled mesh bracelet with safety chain.
287A5990 **$125.00**

Patriot Lady Nadine . . . . . Same as above in yellow.
288A5990 **$125.00**

39 JEWELS • SELF-WINDING
WATERPROOF*

Patriot Sky Rainbow "T" "39" . . . Brilliant watch with all yellow case, and striking gold color dial. Luminous hands with sweep second. Harmonizing adjustable expansion band.
172A5990 **$125.00**

Patriot Sky Rainbow "W" "39" . . . Same as above with white dial.
160A5990 **$125.00**

*When case, crown and crystal remain intact

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BENRUS

UNCONDITIONALLY GUARANTEED 3 YEARS

A sparkling constellation of diamonds in exquisite, petite cases. These richly fashioned Benrus Diamond Watches feature long-lasting 17 and 21 jewel movements and hand selected diamonds. Graceful precision timepieces combined with the finest in diamond jewelry.

PATRIOT

39 JEWELS
SELF-WINDING
6 GENUINE DIAMONDS
STAINLESS STEEL CASE

Patriot Diamond Gregg "2" "39" Handsome Waterproof* watch. Rich charcoal dial with sweep second hand. Matching adjustable expansion band.
199A8808 **$175.00**

Patriot Diamond Gregg "39" Same as above with white dial.
198A8808 **$175.00**

2 GENUINE DIAMONDS

Patriot Diamond Alyssa . . . Beautiful 17 jewel creation features faceted crystal. Matching expansion bracelet is adjustable
290A3750 **$79.50**

Patriot Diamond Alyssa "L" Same as above in yellow.
291A3750 **$79.50**

2 GENUINE DIAMONDS

Patriot Diamond Trudy "T" Exquisite 17 jewel creation. Smart square case is florentine finished. Faceted crystal. Matching adjustable bracelet.
292A4490 **$87.50**

Patriot Diamond Trudy . . . Same as above in white.
293A4490 **$87.50**

21 JEWELS • 2 GENUINE DIAMONDS
FACETED CRYSTAL

Patriot Diamond Meta "21" . Petite marquise shaped creation features modern tailored look. Sculptured florentine finished case. Adjustable expansion bracelet.
200A5450 **$110.00**

Patriot Diamond Meta "T" "21" . . Same as above in yellow.
201A5450 **$110.00**

2 GENUINE DIAMONDS
14K GOLD CASE

Patriot Diamond Tracy . Superb 17 jewel creation features 2 fiery diamonds in florentine finished 14K gold case. Metal cord has safety chain
294A6750 **$135.00**

Patriot Diamond Tracy "6" . . Same as above in yellow.
295A6750 **$135.00**

4 GENUINE DIAMONDS
14K GOLD CASE

Patriot Diamond Lana . . . Modern styled creation with florentined design. 17 jewel movement. Metal cord band with safety chain.
289A7570 **$150.00**

Patriot Diamond Lana "6" . . . Same as above in yellow.
240A7570 **$225.00**

4 GENUINE DIAMONDS
14K GOLD CASE

Patriot Diamond Vanessa "6" . . . Luxurious oval creation features 17 jewel movement. Exquisite faceted crystal. Metal cord band with safety chain
296A7950 **$160.00**

Patriot Diamond Vanessa . . . Same as above in white.
297A7950 **$160.00**

21 JEWELS
10 GENUINE DIAMONDS

Patriot Diamond Elga "21" . . . Simple yet elegant. Tailored case with 10 fiery diamonds. Faceted crystal. Flexible adjustable bracelet with safety chain
298A7950 **$160.00**

Patriot Diamond Elga "T" "21" . . Same as above in yellow
299A7950 **$160.00**

21 JEWELS
20 GENUINE DIAMONDS
14K GOLD CASE

Patriot Diamond Verna "21" . . . Twenty genuine diamonds in 14K gold case. Double snake chain bracelet with safety chain.
204A13156 **$250.00**

Patriot Diamond Verna "W" "21" . . . Same as above in 10K rolled gold plate top, stainless steel back.
[illegible] **$250.00**

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Benrus Watches are guaranteed to perform properly for 3 years, unconditionally. Other well-known brands guarantee, for a year. Benrus can afford to give a 3 year unconditional guarantee because Benrus makes a better watch. Every Benrus undergoes 1,350 tests and inspections before it leaves the factory.

PATRIOT

ALARM WATCH WATERPROOF*

Patriot Sea Rover . . . Alarm watch rings to remind you. Ideal for man on schedule. 17 jewel movement. Luminous hands with sweep second. Adjustable expansion band.
273A4650 $90.00

Patriot Sea Rover "X" Same as above with stainless steel case
274A4490 $87.50

25 JEWELS SELF-WINDING WATERPROOF* CALENDAR FEATURE

Patriot Sky Hermes "25" Convenient and accurate gives time and date, automatically. Sculptured numerals and luminous hands with sweep second. Matching adjustable expansion band
214A5990 $125.00

Patriot Sky Hermes "X" "25" Same as above in stainless steel
213A5775 $110.00

SELF-WINDING • WATERPROOF* STAINLESS STEEL CASE

Patriot Sky Mercury Handsome 17 jewel model features brilliant sunburst dial. Hands are luminous with sweep second. Adjustable expansion band.
267A4050 $79.50

Patriot Sky Mercury "2" . . . Same as above with black dial
268A4050 $79.50

WATERPROOF* FULL-FIGURE DIAL

Patriot Ocean Marta . . . Ladies 17 jewel sport watch with easy to read dial. Luminous hands, sweep second. Ideal for nurses, teachers, stewardesses. Adjustable expansion bracelet
126A3690 $79.50

Patriot Ocean Marta "X" . Same as above in stainless steel.
183A3690 $79.50

SELF-WINDING • WATERPROOF* STAINLESS STEEL CASE

Patriot Sky Apollo . Magnificent 17 jewel model features sunburst dial. Luminous hands with sweep second. Adjustable expansion band.
349A4490 $87.50

Patriot Sky Apollo "2" . . . Same as above with black dial.
250A4490 $87.50

SELF-WINDING • WATERPROOF* CALENDAR FEATURE

Patriot Sky Titan "X" . Modern 17 jewel model features brilliant dial and raised markers. Luminous hands with sweep second. Adjustable center expansion band.
283A4950 $100.00

SELF-WINDING • WATERPROOF*

Patriot Sky Nike . . . Sleek 17 jewel creation features luxurious sunburst dial. Luminous hands with sweep second. Adjustable expansion band.
216A4690 $90.00

Patriot Sky Nike "2" . . . Same as above with black dial.
217A4690 $90.00

25 JEWELS • SELF-WINDING WATERPROOF* STAINLESS STEEL CASE

Patriot Sky Galaxy "25" Smart styling and quality features. Handsome satin finish dial. Luminous hands with sweep second. Matching adjustable expansion band.
221A5090 $100.00

Patriot Sky Galaxy "W" "25" . . . Same as above with white radiant dial
222A5090 $100.00

25 JEWELS • SELF-WINDING WATERPROOF*

Patriot Sky Duke "25" . . . Superb automatic features satin brush finish dial, sculptured numerals. Luminous hands with sweep second. Adjustable expansion band.
251A5390 $110.00

Patriot Sky Duke "X" "25" . . . Same as above in white.
252A5170 $110.00

CALENDAR FEATURE • SELF-WINDING WATERPROOF*

Patriot Sky Zeus . . . Automatic 17 jewel model tells time and date. Luminous hands with sweep second. Adjustable expansion band.
253A5250 $100.00

Patriot Sky Zeus "X" . . . Same as above in white.
254A4950 $100.00

*When case, crown and crystal remain intact.

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A YALE. Winds itself as you wear it! Sleek, slim-styled case has yellow-plated top, stainless steel back. 17 Lifetime-Jewel movement. Waterproof*, shock-resistant, unbreakable mainspring. Luminous hands and dots. Sweep second hand. Matching expansion bracelet.
755A2995.....$62.50

B YALE "W." Any man's choice for up-to-the minute styling and reliability. Winds itself as you wear it! Super-slim case has chrome-plated top and stainless steel back. Matching adjustable expansion bracelet. Waterproof*, shock-resistant; unbreakable mainspring. 17 Lifetime-Jewels.
754A2675.....$55.00

C OLYMPIAN "W." Self-winding! Calendar window. Waterproof* 17 Lifetime-Jewels. Chrome-plated top; stainless steel back. Shock-resistant; unbreakable mainspring. Expansion bracelet.
799A2975 ... ...$62.50
OLYMPIAN. Same, yellow top.
780A3225..... . .$65.00

D DATE-MASTER. Day and date calendar. Self winding. 17 Lifetime-Jewels. Waterproof*. Yellow-plated top; stainless steel back Shock-resistant; unbreakable mainspring.
695A3450.....$69.75
DATE-MASTER "W." Chr top
696A3125 . . $65.00

E SKIPPY "W." Waterproof*. 7 Lifetime-Jewels. Chrome-plated top; stainless steel back. Matching expansion bracelet Shock-resistant, unbreakable mainspring
733A1375..... .....$27.50
SKIPPY. Same, yellow-plated top.
734A1695.....$35.00

HELBROS

Precision watches feature Lifetime Jewels and unbreakable mainsprings. Expansion bracelets can be custom-fit by adding or removing links.

F LEONARDO. Coin-thin dress watch. 17 Lifetime-Jewel accuracy. Luxuriously-designed, yellow-plated top; stainless steel back Matching adjustable expansion bracelet. Shock resistant, unbreakable mainspring.
697A2975..... . $62.50

LIFETIME GUARANTEE
on all movement parts against breakage

All movement parts in every HELBROS watch are guaranteed never to break, and will be replaced by factory without charge for parts. Postage, insurance, handling and packaging charge $1.25.

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G WINSLOW. Wonderfully thin! Waterproof*, shock-resistant. 17 Lifetime-Jewel movement. Unbreakable mainspring. Handsome case has yellow-plated top, stainless steel back Matching, adjustable expansion bracelet.
768A2395.....$49.75

H WINSLOW "W." Super-slim! Waterproof*, anti-magnetic; shock-resistant, unbreakable mainspring. 17 Lifetime-Jewels. Trimly styled, chrome-plated top; stainless steel back Matching expansion bracelet.
767A2075.....$42.50

J HAWK. A 21 Lifetime-Jewel champion! Waterproof* and shock-resistant; unbreakable mainspring, anti-magnetic. Masculine-styled Yellow-plated top; stainless steel back. Matching, adjustable, expansion bracelet.
770A2375.....$49.75

K HAWK "W." Rugged beauty with 21 Lifetime-Jewels Waterproof*; anti-magnetic, shock-resistant; unbreakable mainspring. Chrome-plated top with stainless steel back. Matching, adjustable, expansion bracelet.
769A2045.....$42.50

**Waterproof provided crystal and crown are intact case unopened.*

(A) AMPHIBIA. Winds itself automatically as you wear it. Waterproof*; shock-resistant; unbreakable mainspring, anti magnetic. 17 Lifetime Jewels. Chrome-plated top; stainless steel back. Matching expansion bracelet
750A2525.....$52.50
APOLLO. Same, yellow top
685A2850.. . .....$59.75

(B) MERIDIAN. Calendar window shows the date. 17 Lifetime-Jewels. Waterproof*; anti-magnetic, shock-resistant; unbreakable mainspring Yellow top case; stainless steel back. Matching adjustable expansion bracelet
736A2250 . .....$45.00
MERIDIAN "W." Same, chrome-plated top.
735A1945.....$39.95

(C) PANAMA. Precision timepiece for the man on the go! 17 Lifetime-Jewel movement Waterproof*; shock resistant, unbreakable mainspring. Luminous hands and dots Chrome-plated top case; stainless steel back. Matching expansion bracelet.
689A1695.....$35.00
ROVER. Same, all stainless steel.
690A1850.....$37.50

(D) ALAN. Modern, masculine styling. Calendar window shows you the date 17 Lifetime-Jewels. Shock-resistant; unbreakable mainspring Square yellow top case; stainless steel back. Matching expansion bracelet.
751A2525 .....$52.50

(E) COMMANDO. 17 Lifetime-Jewel accuracy. Waterproof*, shock resistant; unbreakable mainspring. Sleek, yellow top case; stainless steel back. Matching expansion bracelet
706A1945 .....$39.95

HELBROS

World-renowned for accuracy and beauty! Electronically-tested. Lifetime-Jewel movements with unbreakable mainsprings are shock-resistant.

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(J) RANDY. Teenage special with the features of expensive watches. Waterproof*, anti-magnetic, shock-resistant; unbreakable mainspring. 7 Lifetime-Jewels. Luminous, full-figure dial Chrome-plated top case, stainless steel back. Matching adjustable expansion bracelet.
747A1375.....$27.50

(H) RENEE. Glamor tuned to the teenager! Adorable, yellow top case; stainless steel back Full-numeral dial. Shock-resistant, 7 Lifetime-Jewel movement. Unbreakable mainspring Matching expansion bracelet.
748A1595.. ... ..$32.50
RENEE "W." Same, white top
749A1595 ... . ..$32.50

(G) JAGUAR. Self-winding. 21 Lifetime-Jewel movement. Waterproof*; shock resistant; unbreakable mainspring. Yellow top case; stainless steel back. Matching, adjustable, expansion bracelet.
737A3398 ....$67.50
JAGUAR "W." Same, chrome plated top.
738A2995.....$62.50

(F) WILLARD "W." Shows the day of the week as well as the date. 17 Lifetime-Jewels. Waterproof*, shock-resistant; unbreakable mainspring Chrome-plated top; stainless steel back Matching adjustable expansion bracelet.
691A2350.... .... $49.75
WILLARD. Same, yellow top.
694A2675.....$55.00

C JANET. Exciting elegance in deftly-designed, yellow-top case, stainless steel back. Matching expansion bracelet. 17 Lifetime-Jewels. Shock-resistant, unbreakable mainspring.
786A1975 ..... **$39.95**
JANET "W." Same, white top.
787A1975 ..... **$39.95**

A LOUISA. So diminutive, so fashionable! Marquise-shaped, yellow top case is enhanced by elegant, tapered bracelet. Stainless steel back. 21 Lifetime Jewels; shock-resistant; unbreakable mainspring. Safety chain.
719A2750 ..... **$57.50**
LOUISA "W." Same, white top.
720A2750 ..... **$57.50**

B SUNRISE. Truly simple beauty! Exquisite, yellow top case; stainless steel back. Matching, tapered bracelet with safety chain. 21 Lifetime-Jewel movement. Unbreakable mainspring; shock-resistant.
778A2795 ..... **$57.50**
SUNRISE "W." Same, white top.
785A2795 ..... **$57.50**

HELBROS

Celebrated collection of award-winning designs for women. Precision, Lifetime-Jewel movements; guaranteed unbreakable mainsprings. Expansion bracelets feature quick-link adjustment.

LIFETIME GUARANTEE
on all movement parts against breakage

All movement parts in every HELBROS watch are guaranteed never to break, and will be replaced by factory without charge for parts. Postage, insurance, handling and packaging charge $1.25.

D CARISA. Enchantingly lovely. Classic, oval-shaped case has yellow top, stainless steel back. Matching, tapered bracelet; safety chain. Precision, 17 Lifetime Jewel movement is shock-resistant. Unbreakable mainspring.
788A2250 ..... **$45.00**
CARISA "W." Same, white top.
789A2250 ..... **$45.00**

E PAMELA "W." Active women prefer it 'Waterproof*'. 7 Lifetime Jewel movement is anti-magnetic; shock-resistant. Unbreakable mainspring. Chrome-plated top; stainless steel back. Sweep second hand. Basket-weave leather strap.
729A1650 ..... **$33.75**
PAMELA. Same, yellow top.
730A1795 ..... **$37.50**

**Waterproof provided crystal and crown are intact, case unopened*

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J AUDREY. Accuracy and attractive design. 7 Lifetime-Jewels. Yellow-top case; stainless steel back. Matching tapered bracelet with safety chain. Shock resistant un breakable mainspring.
790A1695 ..... **$35.00**
AUDREY "W." Same, wht. top.
791A1695 ..... **$35.00**

H GARLAND. Glamorous timepiece! Yellow-top case has stainless steel back. Tapered bracelet, safety chain. 17 Lifetime-Jewels. Shock-resistant; unbreakable mainspring.
727A2250 ..... **$45.00**
GARLAND "W." Same, white top
728A2250 ..... **$45.00**

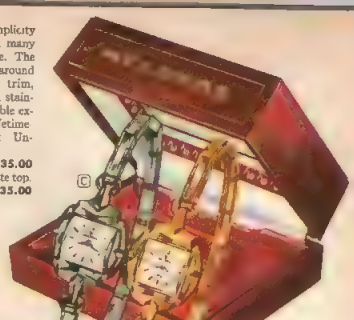
G GWEN. Nurses' favorite with full-numeral dial and sweep second hand. Yellow top; stainless steel back. Expansion bracelet. 17 Lifetime Jewels. Shock-resistant; unbreakable mainspring.
783A2495 ..... **$52.50**
GWEN "W." Same white top.
784A2495 ..... **$52.50**

F TRIXIE. Smartly-tailored, yellow top case; stainless steel back. Expansion bracelet. Waterproof*; shock-resistant; unbreakable mainspring; 17 Lifetime-Jewels. Sweep second.
782A2595 ..... **$52.50**
TRIXIE "W." Same, chrome-plated top.
781A2425 ..... **$49.75**

A ADORN. Emblazoned with two brilliant diamonds artistically woven into the yellow top case, stainless steel back Expansion bracelet. 17 Lifetime-Jewels Shock resistant; unbreakable mainspring.
3586W2633 . Ret **$49.75**
ADORN "W." Same, wht. top.
3587W2633 ...Ret **$49.75**

B MARISA. 14K yellow high fashion marquise shaped case Matching mesh cord with safety chain 17 Lifetime Jewel movement Unbreakable mainspring, shock-resistant.
3594W3927....Ret **$75.00**
MARISA "W." Same, 14K wht.
3595W3927....Ret **$75.00**

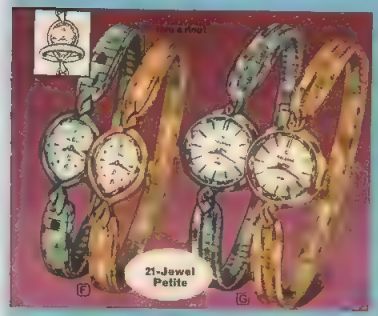
C CARRIE. Elegant simplicity makes this watch look many times its modest price. The perfect choice for all-around wear, with tastefully trim, square yellow top case, stainless steel back Adjustable expansion bracelet. 17 Lifetime Jewels, shock-resistant Unbreakable mainspring
3588W1927....Ret **$35.00**
CARRIE "W." Same, white top.
3589W1927....Ret. **$35.00**



*Waterproof pronded crystal and crown are intact, case unopened

HELBROS

HELBROS presents the proudest collection in its history! There's a watch especially for her, no matter what her taste. Each timepiece represents the finest precision craftsmanship . . . the ultimate in design. Electronically-tested, Lifetime-Jewel movements are shock-resistant with unbreakable mainsprings. Every expansion bracelet features the quick-link adjustment for perfect fit.



F TANGO. Proud, petite beauty! Trim case with yellow top Stainless steel back Slim expansion bracelet. Dependable 21 Lifetime-Jewel movement Shock resistant; unbreakable mainspring.
3567W2727..Retail **$52.50**
TANGO "W." Same, white top.
3568W2727..Retail **$52.50**

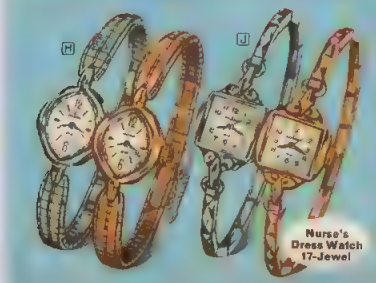
G MERRY. Truly simple beauty! Exquisite, round yellow top case; stainless steel back. Matching, tapered bracelet; safety chain. 21 Lifetime-Jewels Unbreakable mainspring; shock-resistant.
3600W2727....Ret. **$52.50**
MERRY "W." Same, white top.
3601W2727....Ret **$52.50**

D MIRANDA. Enchantingly lovely Classic oval shaped case has yellow top stainless steel back. Matching expansion bracelet Precision 21 Lifetime Jewel movement is shock resistant Unbreakable mainspring
3606W2460..Ret **$47.50**
MIRANDA "W." Same, white
3607W2460....Ret **$47.50**

E OCEANA. Calendar window tells date Smartly-tailored, yellow top case stainless steel back Expansion bracelet Waterproof* shock resistant; unbreakable mainspring, 17 Lifetime-Jewels
3580W2660....Ret **$49.75**
OCEANA "W." Same chrome plated top.
3581W2393....Ret **$45.00**

H LAURA. Delicately designed yellow top marquise shape case Matching expansion bracelet; adjustable links Stainless steel back. 17 Lifetime Jewels Shock resistant, unbreakable mainspring
3494W2167...Retail **$42.50**
LAURA "W." Same, white.
3495W2167.. Retail **$42.50**

J CURIE. Nurses' favorite with clear, full-numeral dial and sweep second hand. Smart yellow top case; stainless steel back. Expansion bracelet 17 Lifetime-Jewel movement; shock-resistant
3490W2367..Retail **$45.00**
CURIE "W." Same, white top.
3491W2367...Retail **$45.00**



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[A] **GEMINI "W."** Tells date automatically! Winds itself automatically, too. Waterproof*, anti-magnetic, shock resistant. 17 Lifetime Jewels Chrome-plated top; stainless steel back Expansion band
3536W2793..Retail **$52.50**
GEMINI. Same, in yellow.
3537W3060..Retail **$59.75**

[B] **SAILOR "W."** Shows the day and date. 17 Lifetime Jewels. Waterproof*; shock-resistant; unbreakable mainspring Chrome-plated top; stainless steel back Matching adjustable expansion bracelet
3612W2233....Ret **$42.50**
SAILOR. Same, yellow top
3611W2527.....Ret. **$47.50**

[C] **ALAMO "W."** Winds itself automatically as you wear it Waterproof*; shock-resistant, unbreakable mainspring. 17 Lifetime-Jewels. Chrome-plated top; stainless steel back. Matching expansion bracelet.
3614W2367....Ret. **$45.00**
ALAMO. Same, yellow top.
3613W2700....Ret. **$52.50**

[D] **EGAN.** Modern, masculine styling. Calendar window shows you the date automatically. 17 Lifetime-Jewel movement. Shock-resistant; unbreakable mainspring. Square yellow top case; stainless steel back. Matching adjustable expansion bracelet.
3571W2367....Ret. **$45.00**

**Waterproof provided crystal and crown are intact, case unopened*

[E] **GOULD.** Classic beauty plus 21 Lifetime-Jewel accuracy! Self-winding Waterproof*, shock resistant anti-magnetic movement Yellow top case stainless steel back Matching expansion bracelet
3576W3060....Ret **$59.75**
GOULD "W." Same, chrome-plated top
3577W2793 ...Ret **$52.50**

[F] **BARRY.** Extra-large, full numeral railroad-type dial. 17 Lifetime-Jewels Waterproof*, anti magnetic, shock-resistant unbreakable mainspring Chrome-plated top with stainless steel back Matching, adjustable, expansion bracelet.
3608W1700....Ret. **$32.50**

HELBROS

HELBROS a name known all over the world for its time-keeping supremacy. Each HELBROS watch is a masterpiece of precision and design. They all feature Lifetime-Jewels, unbreakable mainsprings, and are shock-resistant. The expansion bracelets can be adjusted for perfect fit by adding or removing links. Choose the finest—choose a HELBROS watch for yourself or as a gift.

[G] **FARLEY "W."** Any man's choice for up-to-the-minute styling. Winds itself as you wear it! Anti-magnetic, shock-resistant; unbreakable mainspring Slim, chrome plated top; stainless steel back. Adjustable, expansion bracelet Waterproof*, 17 Lifetime-Jewels
3532W2633....Ret **$49.75**

[H] **FARLEY.** Ivy League design in a thin watch. Winds itself as you wear it Waterproof*, precision, 17 Lifetime-Jewel movement. Anti-magnetic; shock-resistant. Neat yellow-top case has stainless steel back. Matching, adjustable expansion bracelet
3533W2900....Ret. **$57.50**

[J] **DANA "W."** Needs no pampering! 21 Lifetime-Jewel movement is waterproof*, anti magnetic, shock-resistant Unbreakable mainspring, too Chrome plated top case, stainless steel back adjustable expansion band Luminous dial sweep second hand
3544W1993...Retail **$39.75**

[K] **DANA.** A winner in styling and reliability Waterproof*, anti-magnetic, shock resistant 21 Lifetime-Jewel movement, unbreakable mainspring. Yellow top with stainless steel back, matching adjustable expansion band Luminous dial, sweep second hand
3545W2300..Retail **$45.00**

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[A] **JUNIOR.** Teenage special with the features of expensive watches. Waterproof*, anti-magnetic, shock resistant 7 Lifetime Jewels. Luminous full-figure dial; sweep second hand. Chrome-plated top case, stainless steel back. Matching, adjustable, expansion bracelet.
3546W1327....Ret. $24.75

[B] **DONNA.** Glamor tuned to the teenager! Adorable, yellow top case, stainless steel back. Full-numeral dial Shock resistant, 7 Lifetime-Jewel movement. Unbreakable mainspring. Matching expansion bracelet.
3547W1527....Ret. $27.50
DONNA "W." Same, white top.
3548W1527....Ret. $27.50

[C] **CADET.** Handsome, precision watch for the man on the go! Luminous hour-markers. Waterproof*, shock-resistant, 17 Lifetime Jewel movement. Unbreakable mainspring. All stainless steel top case and back. Matching, adjustable, expansion band.
3609W1793....Ret. $33.75
DAVEY. Same, chrome-plated top.
3610W1660....Ret. $32.50

*Waterproof pro[illegible] crystal and crown are intact, case unopened.

HELBROS

Once you've owned a HELBROS *watch you'll know why* HELBROS *is world-renowned for accuracy and beauty of design. Helbros watches are electronically-tested; have Lifetime-Jewel movements with unbreakable mainsprings, and are shock-resistant. Adjustable-length expansion bracelets permit links to be added or removed for comfortable, custom fit. All watches are attractively gift-boxed*

[D] **BRIGADE.** Self winding! Calendar window. Waterproof* 17 Lifetime Jewels. Yellow top case, stainless steel back. Shock-resistant, unbreakable mainspring. Expansion bracelet.
3617W2927....Ret. $55.00
BRIGADE "W." Same, chrome-plated top.
3618W2660....Ret. $49.75

[F] **FLEET "W."** Super-slim. Waterproof*, anti-magnetic, shock resistant, unbreakable mainspring. 17 Lifetime Jewel movement. Trimly styled chrome-plated top, stainless steel back. Matching expansion bracelet.
3524W1967 . Ret. $37.50

[G] **FLEET.** Wonderfully thin! Waterproof*, shock resistant, 17 Lifetime Jewel movement. Unbreakable mainspring. Handsome case has yellow plated top, stainless steel back. Matching, adjustable, expansion bracelet.
3525W2260.. Ret. $42.50

[E] **KIRKWOOD "W."** It's an accurate alarm too. Keeps you on time. Reminds you of appointments. Anti-magnetic, shock resistant, 17 Lifetime Jewels. Chrome plated top, stainless steel back. Matching, adjustable, expansion band.
3579W2660 Retail $49.75
KIRKWOOD Same, yellow top.
3578W2927. Retail $57.50

[H] **ALMANAC.** Tiny and date calendar. Self winding 17 Lifetime Jewel movement. Waterproof*. Yellow plated top, stainless steel back. Shock resistant, unbreakable mainspring.
3615W3260... Ret. $62.50
ALMANAC "W." Same, chrome plated top.
3616W2967... Ret. $57.50

[J] **COLTON "W."** Every feature a man could want in a calendar watch. Tells the date automatically. Waterproof*, 17 Lifetime Jewel movement. Chrome plated top case, stainless steel back. Matching, adjustable expansion bracelet.
3575W1860 . .Ret. $35.00
COLTON. Same, yellow top.
3574W2167... Ret. $42.50

NATIONALLY ADVERTISED:
RADIO—TV—MAGAZINES

Good Housekeeping

LIFETIME GUARANTEE

on all movement parts, against breakage

All movement parts in every HELBROS watch are guaranteed never to break, and will be replaced by factory without charge for parts. Postage insurance, handling and packaging charge $1.25

LIFE
POST
PLAYBOY
GLAMOUR
seventeen
Esquire

Rockford SELF-WINDING CALENDAR WATCHES

Prestige Styling . . . Most-Wanted Features

AUTOMATIC
Weight oscillates with wrist motion winding the watch.

CALENDAR
Tells the day of the month

SWEEP SECOND HAND
Long hand sweeps entire dial each minute

SHOCK RESISTANT
Every watch has shock-proof Incabloc feature

UNBREAKABLE MAINSPRING
Guaranteed for the life of the watch

ROCKFORD
18 KARAT GOLD

- Automatic
- Calendar
- Waterproof*

Executive — Fashionable 18K yellow gold watch with rich alligator strap. Precision crafted to attain the heights of accurate timekeeping. 17 jewel shockproof automatic movement with sweep second hand. Calendar dial with gold markers. Waterproof*, unbreakable mainspring, anti-magnetic.
5000W9850 Retail $200.00

ROCKFORD
DRESS WATCH

- Automatic
- Calendar
- Sweep Second

Montclair—New and distinctive square automatic watch. The gentlest wrist movement winds this elegant 17 jewel quality watch. Calendar model gives time and date automatically. Yellow top, stainless steel back. Shock absorbing movement, unbreakable mainspring, anti-magnetic. Handsome alligator strap.
5001W5920 Retail $120.00

*If case, crystal and crown remain intact

ROCKFORD *"COMMANDER"*
AUTOMATIC CALENDAR WATCHES

- Waterproof*
- Sweep Second
- Shock-Resistant

Dynamic and handsome automatic-calendar model 17 jewel shock-absorbing movement. Tells time and date automatically. Waterproof*, anti-magnetic, unbreakable mainspring. Modern dial with outside minute circle and sweep second hand. Highly styled J-B florentine fold over buckle band.

■ **Commander** — Yellow top, stainless steel back.
5002W5950 Retail $120.00

■ **Commander "W"** — All stainless steel case.
5003W5730 Retail $115.00

ROCKFORD *"CONCORD"*
AUTOMATIC CALENDAR WATCHES

- Waterproof*
- Sweep Second
- Shock-Resistant

Superb new 17 jewel watch perfectly styled for dress or business wear. Designed for handsome appearance in durable waterproof* case. Accentuating calendar window, sweep second hand. Shock absorbing movement, unbreakable mainspring, anti-magnetic. Matching J-B florentine fold over buckle band.

■ **Concord** — Yellow top, stainless steel back.
5004W5950 Retail $120.00

■ **Concord "W"** — All stainless steel case.
5005W5350 Retail $105.00

ROCKFORD PRECISION BEAUTY VALUE 18 74

Rockford

Rockford now presents an assortment of quality time pieces —transportation models, electrics, fine dress watches, calendars, automatic, waterproof, and fine ladies watches.

ROCKFORD
*AUTOMATIC WATERPROOF**
17 JEWEL

- SHOCK RESISTANT
- UNBREAKABLE MAINSPRING
- ANTI-MAGNETIC
- SWEEP SECOND

Cavalier
Fine 17 jewel automatic movement. Waterproof* case. Luminous dial with outside minute circle and sweep second hand. Shock-absorbing movement, anti-magnetic, unbreakable mainspring. Expansion band
5006W5200—Yellow top, stainless steel back. Retail $105.00

Cavalier "W"—Same as above in stainless steel case.
5007W4800 Retail $95.00

Nassau
Automatic. 17 jewel shock-absorbing movement. Modern luminous dial with sweep second hand. Waterproof* case, unbreakable mainspring, anti-magnetic. Adjustable expansion band
5008W5200 Retail $105.00

Cavalier Nassau

Rockford Watch Guarantee
This is to certify that all Rockford watches are fully guaranteed against defective material and workmanship
Rockford Watch Co. Ltd.
Chicago, Illinois 60603

ROCKFORD *"WINNEBAGO"*

- Heavy Duty Case
- 17 Jewel
- Shock-Resistant
- Unbreakable Mainspring
- Durable Construction

17 J. Railroad type pocket watch. Shock-absorbing movement with unbreakable mainspring. Heavy duty case. Fully numbered minute track. Black enameled arable figures. Durably constructed.
5009W2240—Yellow case. ..... Retail $55.00
5010W2680—Chrome plated case. ... .. Retail $55.00

- NEVER NEEDS WINDING
- FULLY GUARANTEED
- NEVER NEEDS ELECTRICAL ADJUSTMENTS

METEOR
Ideal watch for the man who appreciates dependability and convenience. White top, stainless steel back. Shock resistant movement, waterproof* Modern luminous dial with sweep second hand. Matching J-B expansion band
5027W3450 Retail $57.50

SATURN
A handsome watch with amazing accuracy and rugged reliability. Yellow top stainless steel back. Waterproof*, shock resistant anti-magnetic. Luminous dial with sweep second hand. Attractive J-B expansion band
5028W3600 Retail $59.95

- SHOCK RESISTANT
- ANTI MAGNETIC
- WATERPROOF*

VIKING
Dependable performance and smart too. Waterproof* case with white top, stainless steel back. Luminous dial with sweep second hand. Shock resistant, anti-magnetic. Handsome J-B expansion band
5029W3450 Retail $57.50

ROCKFORD *"ADMIRAL"*
17 JEWEL WATERPROOF WATCH*

- SWEEP SECOND
- LUMINOUS
- SHOCK-RESISTANT

Designed for handsome appearance in durable waterproof* case. Dependable shock-absorbing 17 jewel movement. Modern luminous dial with sweep second hand. Unbreakable mainspring, anti-magnetic. Matching full expansion band

Admiral "W" – All stainless steel case.
5011W3780 Retail $75.00

Admiral — Yellow top, stainless steel back
5012W4040 Retail $80.00

Every Rockford watch comes beautifully gift boxed

ROCKFORD PRECISION BEAUTY VALUE 18 74

She'll fall in love with a Diamond Lady Rockford

Each is an exquisite piece of jewelry as well as an accurate timepiece

DIAMOND MARLENE

- 38 DIAMONDS
- 17 JEWELS

A beautifully designed 14K White Gold case and bracelet with 38 sparkling Diamonds (total weight .78 ct.). Quality 17 Jewel movement

1294DW30150 Retail $602.00

DIAMOND VICTORIA

- 28 DIAMONDS
- 17 JEWELS

Extremely desirable diamond watch and attachment. 14K White Gold set with 28 fine Diamonds (total weight .47 ct.) Quality 17 jewel movement

1296DW20950 Retail $419.00

DIAMOND JULIET

- 6 DIAMONDS
- 17 JEWELS

Smartly styled in 14K White Gold, set with 6 fine Diamonds (total weight .24 ct.). Quality 17J movement. Black silk cord with safety catch

1295DW11420 Retail $228.50

DIAMOND EMILY

- 22 DIAMONDS
- 17 JEWELS

Captivating style and superior workmanship in 14K White Gold with 22 sparkling fine quality Diamonds (total weight .64 ct.) Dependable 17J movement. Black silk cord with safety catch

1297DW20150 Retail $403.00

ROCKFORD *18 KARAT GOLD LADIES' WATCHES*

CHRISTINE

Dainty and petite, case lapped to a mirror-like finish. Elegant 18K yellow gold case Quality 17 jewel movement Genuine sapphire crystal, gold markers on the dial. Unbreakable mainspring, shock-absorbing Fine suede strap

5013W7500 Ret. $150.00

NINA

Simple and graceful is this creation in mirror-like finish 17 jewel fine movement Dainty 18K yellow gold case Genuine sapphire crystal, dial with gold markings Unbreakable mainspring shock absorbing Fine suede strap

5014W9900 Ret. $200.00

HELENA

Captivating in its execution. Gracefully fashioned marquise shape 18K yellow gold case Quality 17 jewel movement Genuine sapphire crystal gold markers on dial Unbreakable mainspring shock-absorbing Fine suede strap

5015W11000 Ret. $220.00

PRINCESS

Elegant simplicity 17 jewel movement of guaranteed accuracy 18K white gold case lapped to a mirror-like finish Quality 17 jewel movement Genuine sapphire crystal dial with gold markings Unbreakable mainspring, shock-absorbing Fine suede strap

5016W10800 Ret. $220.00

DIANA

Exquisite 17 jewel creation features a gleaming yellow top with stainless steel back Faceted crystal Shock-absorbing movement unbreakable mainspring Tapered adjustable expansion bracelet accents the beauty

5017W5000 Retail $100.00

NATALIE

Dependable 17 jewel movement set in a beautiful round case. Features a yellow top with stainless steel back and a faceted crystal Unbreakable mainspring shock absorbing Elegant flexible adjustable expansion bracelet

5018W5000 Retail $100.00

Bennett Brothers, Inc.—Your Source for Excellent Watch Values

SMITH-CORONA®
PORTABLE TYPEWRITERS

SPECIAL OFFER $3.95

10 Day Touch Typing Course with purchase of any Smith Corona Portable Typewriter 5 Columbia records easel type instruction book

Galaxie II

Features Changeable Type. √ π ∫ ∞ ≈ ±
Over 50 signs, symbols, or accents that may be added without changing your keyboard

GALAXIE® II —DELUXE PORTABLE WITH BIG MACHINE EFFICIENCY AND CHANGEABLE TYPE™! This magnificent new American-made portable is styled and priced for student and general home use. Ideal for those who prefer a portable yet require a machine that delivers heavy-duty performance. You'll feel the sense of absolute, effortless control in your fingertips. Features include full 88 character keyboard, jeweled escapement, cushioned return lever, Changeable Type™ bar lets you add special characters. Six optional sets of 8 characters each available, accents, signs, and symbols. Transparent line indicator, personal touch selector, erasure table, Page Gage and Quick Set margins, variable line spacing, retractable paper support arms, removable color matched platen, forward glide top deck, and much more. Metallic Gold, Charcoal Gray or Metallic Blue. Pica or Elite. Wt. 21 lbs.

Charcoal Gray

Metallic Blue

TrimlineTM Carrying Case Matches Your Airplane Luggage

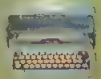
86TN9128 Galaxie II Deluxe Typewriter Pica type Specify color
87TN9128 Same as above but Elite type Specify color Retail **$116.50**

SCM®

PICA type. ELITE type.

Corsair

CORSAIR®—THE FINEST, MOST DEPENDABLE LOW-PRICED TYPEWRITER MONEY CAN BUY! Space-age styling combined with all around convenience in a moderately priced portable. Weighs just 9 lbs., yet built to deliver years of heavyweight performance. Take it along to school, to work or on vacation with you. It's a durable traveler—precision in miniature character regular size keyboard with 84 characters. Page Gage™ that tells how far you are from the bottom of the page. Quick Set™ margin stops — fully visible and set with a single finger motion. Convenient retractable paper support arms. Pre-Set™ tabulator one stroke moves carriage to tab stops quickly and accurately. Half spacing for error control, key touch selector lets you choose the touch that's just right for you. Trim design and sturdy Cycolac body give a modern look, super-strength deluxe unified base and handy carrying case. Available in Beige or Blue . . . Pica or Elite type. Shipg wt 12 lbs.



Unified base and carrying case

85TN3883 Corsair Typewriter Pica type Specify color
87TN3883 Same as above but Elite type Specify color Retail **$56.50**

SCM®

SCM

Deluxe 890 ADDING MACHINE

Adds, Subtracts and Multiplies Electrically

FOR EVERYONE WHO FIGURES! Engineered for every type of business and profession. Quiet and portable, heavy duty for every office. Or use it at home or on the farm. Adds, subtracts and multiplies electrically. Designed with the operator in mind, this remarkable American-made unit has advanced design and mechanical features throughout. Adds 8 columns ($999,999.99) and totals 9 columns ($9,999,999.99). This ingenious adding machine features Hand-Span keyboard for easier operation and increased efficiency. Transparent tear strip keeps all entries on the tape visible. Keyboard correction key eliminates incorrect items before machine is operated. King size add bar for greater ease and speed of operation. These advances speed up your figuring work and assure you greater accuracy and efficiency. 9' detachable cord and dust cover included. 5¾x8x12" long. Charcoal Grey. Shipping weight 14½ lbs.

86SN9364—Deluxe Electric Adding Machine.....Retail **$133.50**

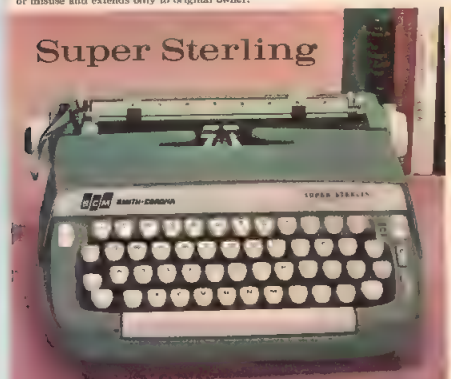
5 YEAR GUARANTEE

Any Smith Corona Branch Office will replace without charge (except for labor and shipping) any part that proves defective within 5 years of purchase date. No labor charge within 90 days of purchase. Warranty covers all parts except motor, rubber parts, energy cell or charger after 90 days. Does not cover damage from accident or misuse and extends only to original owner.

SMITH-CORONA®

PORTABLE TYPEWRITERS

Super Sterling



SUPER STERLING—MEETS THE TYPING REQUIREMENTS OF THE WHOLE FAMILY! Here's a newly styled version of an all-time favorite! Ideal for Dad's office at home. Junior's dorm or den. Feel the smooth, effortless key action and note the precision in every detail. This rugged new beauty has a full 88-character office sized keyboard. Page Gage tells you how far you are from the bottom of the page. Full length tabulator sets and clears tab stops. Personal touch selector allows you to choose exactly the right touch. Quick-Set margin stops, fully visible and set with a single finger motion. Plus transparent line indicator, easy removable platen, pica variable line spacing and many more famous Smith Corona features. Trimline® carrying case is hand-tooled vinyl to match your airplane luggage. Available in Bengal Tan, Oasis Green or Starmist Blue. Specify pica or elite type. Shipping weight 27 lbs.

Trimline® Carrying Case Vinyl Covered Your Airplane Luggage

858BS—Super Sterling Typewriter Pica type. Specify color

858BS—Same as above but Elite type. Specify color

Retail $107.50

SCM

Coronet™ Electric

CORONET™ ELECTRIC—THE FIRST PORTABLE ELECTRIC TYPEWRITER! The last word in typing ease and speed! Simply touch the keys and electricity does the work for you. Type as fast as you want . . . get print perfect letters . . . precise spacing, even stroke, even impression. Makes learning a breeze for beginners, too. American-made portable features a full 88-character office sized keyboard and electric shift keys. Five automatic electric repeat actions—dashes, spaces, dots, underlines and X's. Full length tabulator key sets and clears, personal touch selector, erasure table, Quick Set visible margins and Page Gage to tell you how far you are from the bottom of the page. Exclusive Copy Set dial, versatile transparent line indicator, variable line spacing, retractable paper support arms, removable color matched platen. All metal, vinyl covered Trimline™ carrying case. In Metallic Light Gray, Spring Green or Starmist Blue. Pica or Elite. Shipping wt. 27 lbs.

A Metallic Vinyl Covered Trimline Carrying Case

870N11746 Coronet Electric Portable Typewriter Pica type. Specify color

874N11746 Same as above but Elite type. Specify color

Retail $149.50

SCM®

Electrically Adds, Subtracts & Multiplies

Retractable Carrying Handle

Lightweight FIGUREMATIC®

All-Electric Adding Machine

Easy-to-learn, easy-to-use adding machine for the homemaker or professional. Ideal for salesmen, clubwomen and students. An ingenious 8-lb. electric brain that does your adding, subtracting and multiplying automatically! Checks everything from store bills to a store inventory . . . fast as you can click off the items. Through creative engineering, many parts and assemblies were combined into a single, more efficient unit for greater durability, accuracy and portability. "Hand Span" keyboard is easy to use . . . has extra-sensitive key response. Goes wherever you go—turk in the cord, snap on the cover and pull out the retractable case handle. Easy to-read type . . . clearly printed tape. Transparent tear-off strip. Combined digit indicator and clear key simplify operation. Lists 7 columns of figures ($99,999.99) and totals 8 ($999,999.99). Weighs only 8 lbs., measures a compact 9x13x7". Pacific Green. Shipping weight 10½ lbs.

858MS468—Figurematic Electric Adding Machine . . . . . Retail **$86.50**

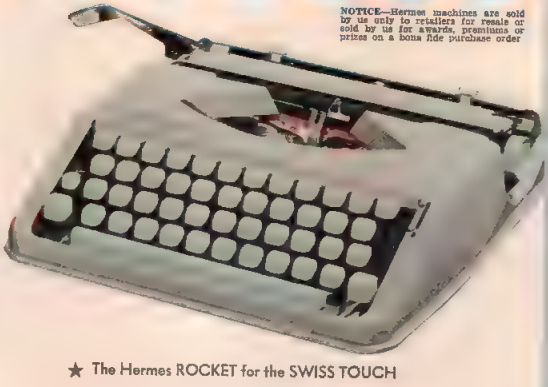
Be Sure to Specify Color Desired

HERMES

HERMES 209 Electric Adding Machine. Rugged electric motor for dependability and ease of operation. The extremely high operating speed permits remarkable efficient handling. Features: automatic credit balance, repeat key, correction key, non-add key, clear transparent paper guide so all figures can be read at all times, finger contoured key tops for smooth control. Lists 10 columns, totals 11. Qualifies for taking on most office jobs, and can be easily carried any place. Only 12½ lbs.

912N3644—HERMES Electric Adder . Retail $189.50

NOTICE—Hermes machines are sold by us only to retailers for resale or sold by us for awards, premiums or prizes on a bona fide purchase order



HERMES 109 Manual Adding Machine. Rugged and compact meeting the demands of practically any application any place. The smooth manual handle action and convenient release key for releasing keys pushed in error help speed operation. Credit balance and two color ribbon. Lists 7 columns, totals 8. This light weight, light touch, 8¾ lbs. adding machine occupies an area smaller than a regular sheet of typing paper. Perfect for home use or as a portable unit to use while traveling.

913N7164—HERMES Manual Adder..... .Retail $99.50

★ The Hermes ROCKET for the SWISS TOUCH

★ Fast Action—Light and Responsive

★ The Finest, Most Compact Portable Ever Made

★ Every Important Feature You Need for Fast Accurate Typing

Hermes ROCKET—truly a lightweight portable typewriter with many of the features found only in larger typewriters, every important feature you need for fast, accurate typing. Full sized keyboard: 42 characters. Full sized carriage, three line spacing plus half line spacing for typing such symbols as H_2O and 90°. Semi-automatic margin stops. Device for drawing lines by hand. Paper support with automatic release. End of page indicator. Intermediate table for hand written remarks and corrections. Three ribbon positions. Finger-tip molded keys. 8 lbs. of never duplicated quality that can be stored in a desk drawer, or even carried in an attache case. Ideal for students, travelers and home use.

914N4320—Hermes Rocket Typewriter—Pica Type.....Retail $54.95

915N4320—Hermes Rocket Typewriter—Elite Type.....Retail $54.95

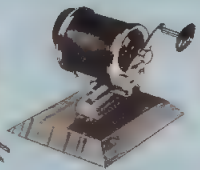
PENCIL SHARPENERS

842N897—Pencil Sharpener. Self starting at the touch of a pencil. Operates on transistor type batteries at high r.p.m. Precision ground steel cutter for peak performance. Styrene case in attractive green color.

Sugg. Retail $12.95

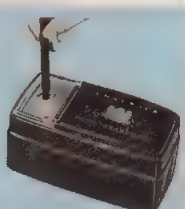
876N1197—Electric Pencil Sharpener. Sharpens automatically leaving a beautiful shaven surface. Sealed in motor prevents scraps from clogging. Two-tone plastic body in grey and ivory. 115 Volts AC only. UL approved.

Sugg. Retail $19.95



916N1197—SKIPPER Pencil Sharpener, an authentic replica of a deep sea fisherman's reel. Practical, yet an exciting conversation piece. Will fit the decor of any home or office. Electro-plated-gold Pencil Sharpener mounted on 9"x8½" Walnut base. Self adjusting to any size pencil. Micro-honed twin cutter... **Retail $19.95**

917N2397—APSCOMATIC Electric Pencil Sharpener a must for the busy office. Micro switch instantly activates the motor when pencil is inserted. Self-adjusting pencil chuck. Totally enclosed and permanently lubricated motor and gear train. Precision, quality cutterhead assembly. Walnut grain vinyl covered all-steel case..... .**Retail $39.95**



807N400—Cordless Electric Pencil Sharpener. Operates on three ordinary "D" batteries (Batteries not included). Simple to operate; insert pencil for automatic sharpening. Highly polished Black plastic case with rubber bumpers to protect desk surface. **Sugg. Retail $6.95**

First in Savings . . . The gift they'll use for years to come!

SMITH-CORONA STAR-RITER TYPEWRITER

New Low Price

now only **38.88** at Spiegel

- ☆ Weighs just 10 lbs! . . . has 84-character board
- ☆ Pre-set 5-position tab . . . type columns faster
- ☆ Easy quick-set margins with fully visible stops
- ☆ Smith-Corona 5 year workmanship guarantee!

New low price on our portable with full-size keyboard . . . handles 8½x11-in. paper. Page-Gage® tells you the distance to bottom of the page. Personal touch selector lets you choose the touch you prefer . . . light, medium or heavy. Half-spacing lever. 2-color ribbon. Self-contained unit—base of carrying case and base of typewriter are one—just flip lid and type. Hi-impact plastic housing. Pastel Blue finish. See guarantee, facing page. Actual weight abt. 10 lbs. Express. Shpg. wt. 12 lbs. M55 J 4501. **PICA** type 38.88

Use Budget Power—make brightest Christmas dreams come true

Price reduced from our Big Fall Catalog. Designed to give you the most wanted features for easier, faster and more efficient typing. Key set tabulator lets you clear and set columns with just a flip of a finger. Page-Gage® saves retyping time and assures uniform margins throughout the job.

Transparent plastic line indicator lets you draw vertical and horizontal lines without removing paper from machine.

1, 2 and 3-line spacing. Top plate removes for easy cleaning and ribbon changing. 2-color ribbon. Carry case included.

Guaranteed 5 years; see below for details. Color: Blue. Act. wt. 19¼ lbs. Express. (21 lbs.) No money down.
M55 J 4521. FICA type. Low monthly terms . . 74.88
M55 J 4523 ELITE type. Low monthly terms 74.88

Riviera by Smith-Corona—Save $10.10

Was ~~84.98~~ 74.88

- Exclusive Page-Gage® tells distance to bottom of page
- Full 88-character office-size keyboard handles big jobs
- Personal touch selector for light, medium or heavy "feel"

Price slashed to save you $10.10

The Fleetwood . . . by Smith-Corona

Was ~~99.98~~ 88.88

- Jeweled main bearing, plus full 88-character board
- Page-Gage® tells the distance to bottom of the page
- Key-Set tab sets and clears columns with touch

Our lowest price ever—reduced from Spring Catalog! Key touch selector for your typing "feel." Quick-Set margin control, smooth space lever. Plastic line indicator lets you draw charts and graphs without removing paper. 1, 2 and 3-line spacing. 2-color ribbon. Color: Blue. Carrying case incl. See guarantee below. Act. wt. 19¼ lbs. Shpg. wt. 21 lbs. Express.
M55 J 4541. ELITE type. Low monthly terms 88.88
M55 J 4524. FICA type. Low monthly terms 88.88

Price cut to save you $10.10

The Ten Forty . . . by Remington

Was ~~69.98~~ 59.88

- Full-size 86 character keyboard with key-set tab
- "Accident-proof"...protected by tougher-than-metal Armor-Shield® housing—won't dent, chip or shatter

Even if hit with a hammer . . . Armor-Shield® housing remains intact. Dial-A-Touch lets you select the right touch for you. Key-set tabulator sets and clears tabs with just one lever. Visible margin stops. 2-color ribbon, automatic ribbon reverse; two-tone Turquoise finish; case incl. See guarantee below. Act. wt. abt. 16 lbs. Express. Shpg. wt. 19 lbs. No money down.
M55 J 4560 ELITE type. Low monthly terms 59.88
M55 J 4559. FICA type. Low monthly terms 59.88

5-YEAR GUARANTEE on all Smith-Corona and Remington typewriters: If typewriter shows any defects in material or workmanship within 5 years of the date you purchased it, return typewriter to the manufacturer or dealer. Any defective part will be replaced at no charge to you, excluding the costs of shipping and labor. If any part is found defective within 90 days of the date you purchased it, there will be no charge for labor. Rubber parts, ribbon, cleaning and damage caused by accident, misuse or neglect are not included in this guarantee.

See Page 277 for low Budget Power monthly terms—No Money Down

Smith-Corona Coronet types to 12 perfect carbon copies every time . . . electrically!

Was ~~129.98~~ **124.88**

The electric portable that simplifies typing. Impression control dial assures evenly typed pages. Full 88 character keyboard with personal touch selector. Automatic repeat actions type continuous lines of dots, dashes, x's or underscores. Quick-Set® margins, keyboard-operated tabulator. Page Gage® tells distance to bottom of page. Flat erasure table. Steel body. 9½-inch carriage. Case included. Script type uses 1 color ribbon only. See guarantee. Actual weight 24¼ lbs. State Blue or Tan. Free express. Low monthly terms.

M55 J 4583. PICA type 124.88
M55 J 4584. ELITE type 124.88
M55 J 4585. SCRIPT. Blue only. . . . 124.88

Electric typewriters on this page guaranteed 5 full years!

If typewriter shows any defects in material or workmanship within five years from date of purchase, return typewriter to the manufacturer or dealer. Any defective part will be replaced at no charge, except for shipping and labor.

If any part is found defective within 90 days of purchase, there will be no charge for labor. Rubber parts, ribbon, cleaning and damage caused by accident, misuse or neglect are not included in this guarantee.

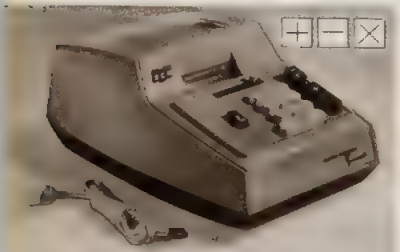
The Royal Ultronic has power carriage . . . returns, advances to next line automatically!

Was ~~169.50~~ **159.88**

Type electrically . . . do your work faster! Lightweight and portable . . . yet it handles biggest jobs with ease. Powered tab for perfect columns. Automatic repeat actions underscore, type continuous lines of dots dashes, x's and space. Magic Margin control and automatic page centering. Cushioned motor. Flat erasure table. 9-in. carriage. Black and White steel body. See guarantee. Act. wt. 25¼ lbs. Express (34 lbs.) Low monthly terms.

M55 J 4560M PICA type. 159.88
M55 J 4589M ELITE type. 159.88

Molded Carrying Case with chromed trim.
W55 J 4953M Mail (11 lbs.) 14.95



FIGUREMATIC BY SMITH-CORONA

- **Adds, subtracts, and multiplies quickly**
- **Lists to 7 columns, totals to 8 (999,999.99)**

68.88

Change tape instantly with snap-in ribbon cartridge. Standard 10-key handspan keyboard permits easy, one-hand operation. Non slip paper feed. Act. wt. 8 lbs. Green plastic: 9x13x7 in. high. Built in carrying handle. Dust cover, tape incl. 110-120V, 60 cycle AC. Express. (12 lbs.)
M55 J 4970. No money down. Low monthly terms. . . 68.88

PRICE CUT $28.10 ON REMINGTON

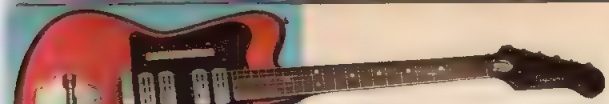
- **Was $127.98 in our Big Fall Catalog!**
- **Adds, subtracts, multiplies—has repeat key too**

99.88

Also features total and sub-total keys; repeat subtraction key, non-add key and jump total; column indicator, plus keyboard clear keys. 10-key handspan keyboard. Lists to 7 columns, totals to eight (999,999.99). Hi-impact Beige plastic. 9x14x7-in. Dust cover and tape included. 110-120V, 60 cycle, AC.
M55 J 4908. Express. (22 lbs.) Low monthly terms. 99.88

Budget Power can give your loved ones a Christmas to remember

Electric Guitars

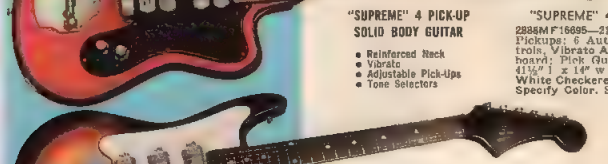


"SUPREME" 4 PICK-UP SOLID BODY GUITAR

- Reinforced Neck
- Vibrato
- Adjustable Pick-Ups
- Tone Selectors

"SUPREME" 4 PICK-UP SOLID BODY GUITAR WITH CASE

2388MF15695—21 Nickel Plated Frets; 4 Magnetic Adjustable Pickups; 6 Automatic Tone Selectors; Tone and Volume Controls, Vibrato Arm Control; Adjustable Bridge; Beautiful Fingerboard; Pick Guard. Quality constructed in Italy. Approx. Size 41½" l. x 14" w. x 1⅝" d. Celluloid simulated Pearl-like finishes: White Checkered Pearl; Gold, Blue, Red or Silver Sparkle Tinsel. Specify Color. Ship. wt. approx. 20 lbs. F.O.B. Illinois Only. Sugg. Retail $285.00

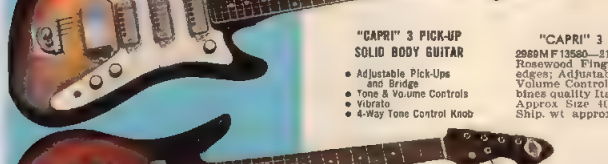


"CAPRI" 3 PICK-UP SOLID BODY GUITAR

- Adjustable Pick-Ups and Bridge
- Tone & Volume Controls
- Vibrato
- 4-Way Tone Control Knob

"CAPRI" 3 PICK-UP SOLID BODY GUITAR WITH CASE

2989MF13580—21 Nickel Frets, 3 Adjustable Pickups with Vibrato; Rosewood Fingerboard with Pearl Inlaid Position Dots, bound edges; Adjustable Steel Truss Rod, Adjustable Bridge; Tone and Volume Controls, 4-Way Tone Control Knob; Pick-Guard. Combines quality Italian craftsmanship with beauty and performance. Approx. Size 41¼" l. x 13¾" w. x 1¾" d. Beautiful Sunburst Finish. Ship. wt. approx. 19 lbs. F.O.B. Illinois Only. Sugg. Retail $200.00



"ASCENDERE" 2 PICK-UP SOLID BODY GUITAR

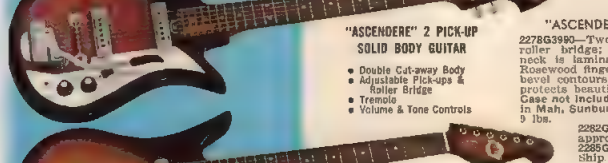
- Double Cut-away Body
- Adjustable Pick-ups & Roller Bridge
- Tremolo
- Volume & Tone Controls

"ASCENDERE" 2 PICK-UP SOLID BODY GUITAR ONLY

2278G3990—Two deluxe pick-ups; friction free adjustable chromed roller bridge; two standby switches. Removable, adjustable neck is laminated for extra strength and features a 22 fret Rosewood fingerboard with 10 inlaid position markers. Delicate bevel contours the whole body. Etched, polished striped plate protects beautiful lacquered finish. Skillfully crafted in Japan. Case not included. Approx. Size: 38" l. x 11" w. x 1⅝" d. Available in Mah, Sunburst, Red or Ivory White. Specify. Ship. wt. approx. 9 lbs. Sugg. Retail $65.50

2282G1950—Deluxe Plush Lined Case Only. Ship. wt. approx. 15 lbs. Sugg. Retail $38.95

2285G638—Chipboard Case Only. Polyethylene coated. Ship. wt. approx. 9 lbs. Sugg. Retail $12.95



SINGLE PICK-UP SOLID BODY GUITAR

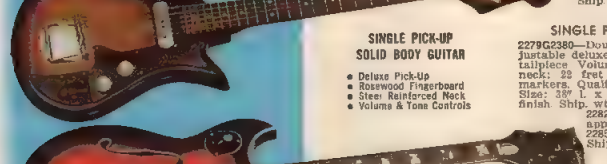
- Deluxe Pick-Up
- Rosewood Fingerboard
- Steel Reinforced Neck
- Volume & Tone Controls

SINGLE PICK-UP SOLID BODY GUITAR WITH CASE

2279G2380—Double cut-away body electric guitar with one adjustable deluxe pick-up; adjustable chrome integral bridge and tailpiece. Volume and tone controls. Removable steel reinforced neck; 22 fret Rosewood fingerboard with 10 inlaid position markers. Quality crafted in Japan. Case not included. Approx. Size: 38" l. x 11" w. x 1⅝" d. Beautiful Mahogany Sunburst finish. Ship. wt. approx. 9 lbs. Sugg. Retail $51.00

2282G1950—Deluxe Plush Lined Case Only. Ship. wt. approx. 15 lbs. Sugg. Retail $38.95

2285G638—Chipboard Case Only. Polyethylene coated. Ship. wt. approx. 9 lbs. Sugg. Retail $12.95

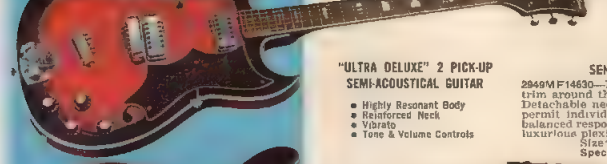


"ULTRA DELUXE" 2 PICK-UP SEMI-ACOUSTICAL GUITAR

- Highly Resonant Body
- Reinforced Neck
- Vibrato
- Tone & Volume Controls

"ULTRA DELUXE" 2 PICK-UP SEMI-ACOUSTICAL GUITAR WITH CASE

2949MF14630—Made of the finest wood with elegant celluloid trim around the top and back edges and both sides of the neck. Detachable neck, reinforced with adjustable truss rod. Pick-ups permit individual adjustment for desired emphasis and overall balanced response. Tone and volume controls; Vibrato; 2 pick-ups luxurious plexiglass pick guard. Quality crafted in Italy. Approx. Size: 14⅝" w. x 1⅝" d. x 41" l. Blonde or Red Sunburst. Specify. Ship. wt. approx. 21 lbs. F.O.B. Illinois Only. Sugg. Retail $222.00



2 PICK-UP "SLIM-BODIED" SEMI-ACOUSTICAL GUITAR

- Thin Body
- "Ultra Sensitive," Adjustable Pick-ups
- Volume & Tone Controls; Solo/Rhythm Switch
- Tremolo

2 PICK-UP "SLIM-BODIED" SEMI-ACOUSTICAL GUITAR ONLY

2280G7420—Large deluxe thin body with both front and back individually shaped and contoured. Ultra thin removable and adjustable neck is laminated for extra strength; 22 fret Rosewood fingerboard. Adjustable friction free roller bridge; chromed compression tremolo, velvet touch noiseless standby switches; two tone laminated pick guard; individual chromed machine heads. Expertly crafted in Japan. Cases not included. Approx. Size. 42⅛" l. x 14⅝" w. x 1⅝" d. Available in Yellow Sunburst, Red Sunburst or Ivory White. Specify. Ship. wt. approx. 10 lbs. Sugg. Retail $158.95

2286G575—Chipboard Case Only. Polyethylene coated. Ship. wt. approx. 9 lbs. Sugg. Retail $13.50

"DELUXE" 2 PICK-UP SEMI-ACOUSTICAL GUITAR

- Thin Double Cut-away Body
- Arched Top & Back
- Super Sensitive Pick-ups
- Tremolo

"DELUXE" 2 PICK-UP SEMI-ACOUSTICAL GUITAR ONLY

2323G5600—Double cut-away body; slender, adjustable steel reinforced neck; graceful arched top and back for greatest comfort, noiseless velvet-touch rocker pick-up switches, adjustable Rosewood bridge, tremolo, all chromed trim and guard plates. Ivory White or Red Sunburst. Specify. Crafted in Japan. Approx. Size 13½" w. x 2" d. x 39" l. Ship. wt. approx. 9 lbs. Sugg. Retail $119.95

2287G638—Chipboard Case Only. Polyethylene coated. Ship. wt. approx. 9 lbs. Sugg. Retail $12.95

3 PICK UP ELEC GUITAR AMP. OUTFIT

- 3 Pick-Up Guitar with Tremolo
- Guitar-Amp. Connecting Cord
- Guitar Carrying Case
- Guitar Instruction Book
- Deluxe Six Tube, 25 Watt Output Amp.
- 12" Jensen Speaker, Tremolo

2298G12069—Complete outfit for the ardent student. Consists of: 2275G6166—"Deluxe" 3 Pick-Up Elec. Guitar and 2281G638 Chipboard Case from page 440; 2250G7485—Deluxe Six Tube Amplifier from page 438 plus Connecting Cord and Instruction Book. Guitar is available in Mah. Sunburst, Metallic Red, Metallic Blue or Ivory White. Specify Guitar Color. Ship wt approx 49 lbs. Sugg. Retail $281.00

2275G6166—"Deluxe" 3 Pick-Up Elec. Guitar Only from above outfit. Less case and instruction book. With connecting cord. Specify Color. Ship. wt approx 11 lbs. Sugg. Retail $131.00

2256G1485—Deluxe Six Tube Amplifier Only from above outfit. Ship wt approx. 38 lbs. Sugg. Retail $149.70

2 PICK-UP ELEC. BASS GUITAR-AMP. OUTFIT

- Guitar with 2 Sensitive Pick-Ups
- Guitar-Amp. Connecting Cord
- Guitar Carrying Case
- Guitar Instruction Book
- Bass Amp. with 15" Jensen Speaker
- 30 Watt Output

2294G15731—A well-balanced outfit for the skilled Bass Guitarist. Consists of: 2192G6230—2 Pick-Up Solid Body Elec Bass Guitar and 2256G9950—Chipboard Case from page 440, 2253G9450 Bass Amplifier from page 436 plus Connecting Cord and Instruction Book. Guitar is available in Metallic Red, Metallic Blue, Mah. Sunburst or Ivory White. Specify Guitar Color. Ship wt approx 62 lbs. Sugg. Retail $325.00

2192G6230—2 Pick-Up Solid Body Elec. Bass Guitar Only from above outfit. Less case and instruction book. With connecting cord. Specify Color. Ship wt. approx 12 lbs. Sugg. Retail $1[illegible]

2253G9450—Bass Amplifier Only from above outfit. Ship wt. approx 40 lbs. Sugg. Retail $189.00

"ASCENDERE" ELEC. GUITAR-AMP. OUTFIT

- 2 Pick-Up Guitar with Tremolo
- Guitar-Amp Connecting Cord
- Guitar Carrying Case
- Guitar Instruction Book
- Amplifier with 8" Speaker
- Tremolo

2295G7674—Quality outfit for the serious-minded student. Consists of: 2278G3996—"Ascendere" 2 Pick-Up Guitar and 2288G638—Chipboard Case from page 441, 2254G3450—Deluxe Four Tube Tremolo Amplifier from page 436 plus Connecting Cord and Instruction Book. Guitar is available in Mah. Sunburst, Red or Ivory White. Specify Guitar Color. Ship wt approx 31 lbs Sugg Retail $180.00

2278G3996—"Ascendere" 2 Pick-Up Solid Body Elec. Guitar Only from above outfit. Less case and instruction book. With connecting cord. Specify Color. Ship. wt. approx 8 lbs. Sugg. Retail $85.50

2254G3450—Deluxe 4 Tube Tremolo Amp. Only from above outfit. Ship wt. 19 lbs. Sugg Retail $65.00

SINGLE PICK-UP ELEC. GUITAR AMP. OUTFIT

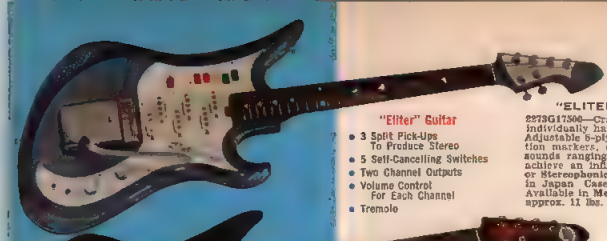
- Guitar with Deluxe Pick-Up
- Guitar-Amp. Connecting Cord
- Guitar Carrying Case
- Guitar Instruction Book
- Quality Amp. with 8" Speaker
- Volume & Tone Controls

2296G5003—Complete outfit for the beginner. Consists of: 2279G2380—Single Pick-Up Mah. Sunburst Guitar and 2288G638—Chipboard Case from page 441; 2256G2250—Quality 3-Tube Amplifier from page 436, plus Connecting Cord and Instruction Book. Ship wt approx 31 lbs Sugg. Retail $104.00

2279G2380—Single Pick-Up Mah. Sunburst Solid Body Elec. Guitar Only from above outfit. Less case and instruction book. With connecting cord. Ship wt approx. 8 lbs. Sugg Retail $51.00

2256G2250—Quality 3-Tube Amplifier Only from above outfit. Ship wt. approx 12 lbs Sugg. Retail $45.00

Solid Body Electric Guitars



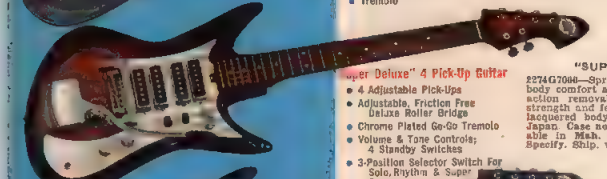
"Elite" Guitar

- 3 Split Pick-Ups To Produce Stereo
- 5 Self-Cancelling Switches
- Two Channel Outputs
- Volume Control For Each Channel
- Tremolo

"ELITER" SOLID BODY ELECTRIC GUITAR ONLY

2273G17500—Crafted from Mah wood, finished with 7 coats of lacquer, individually hand rubbed. Trim following contour of body inlaid by hand Adjustable 5-ply laminated Ebony Neck; Ebony Fingerboard. Unique position markers, extra wide frets Five self cancelling switches re-produce sounds ranging from treble to bass—any combination can be played to achieve an infinite variety of sounds Guitar can be played Monaurally or Stereophonically at flick of switch. Adjustable bridge Expertly crafted in Japan Case not included. Approx Size: 41" l. x 14¼" w. x 1¾" d. Available in Metallic Blue, Metallic Red or Ivory White Specify Ship. wt approx. 11 lbs. Sugg. Retail $174.95

2283G1950—Deluxe Plush Lined Case. Ship wt approx 15 lbs. Sugg Retail $38.95



"Super Deluxe" 4 Pick-Up Guitar

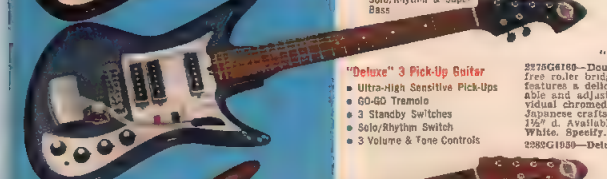
- 4 Adjustable Pick-Ups
- Adjustable, Friction Free Deluxe Roller Bridge
- Chrome Plated Go-Go Tremolo
- Volume & Tone Controls; 4 Standby Switches
- 3-Position Selector Switch For Solo, Rhythm & Super Bass

"SUPER DELUXEE" 4 PICK-UP GUITAR ONLY

2274G7008—Spring loaded muffler Body shaped and contoured for perfect body comfort and additionally enhanced by a bevelled contour Slim fast action removable and adjustable neck. Neck is laminated for extra strength and features a 22 Rosewood fingerboard All working surfaces of lacquered body protected by striped chrome plate Quality crafted in Japan. Case not included Approx Size 39½" l x 13" w x 1½" d Available in Mah. Sunburst, Metallic Red, Metallic Blue or Ivory White. Specify. Ship. wt approx. 11 lbs. Sugg. Retail $169.95

2283G1950—Deluxe Plushed Lined Case Only. Ship wt approx. 15 lbs. Sugg. Retail $38.95

2281G638—Chipboard Case Only Polyethylene coated Ship wt approx 9 lbs Sugg. Retail $12.95



"Deluxe" 3 Pick-Up Guitar

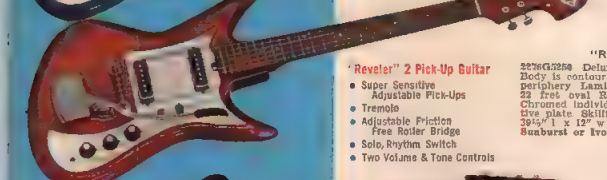
- Ultra-High Sensitive Pick-Ups
- GO-GO Tremolo
- 3 Standby Switches
- Solo/Rhythm Switch
- 3 Volume & Tone Controls

"DELUXE" 3 PICK-UP GUITAR ONLY

2275G6169—Double cut-away body, deluxe universally adjustable, friction free roller bridge Body is shaped for perfect comfort when playing and features a delicate styled bevel around its periphery Laminated, removable and adjustable neck features a 22 fret Rosewood fingerboard individual chromed machine heads Polished striped protective plate Expert Japanese craftsmanship Case not included. Approx Size 40" l x 12" w x 1½" d. Available in Metallic Blue, Metallic Red, Mah. Sunburst or Ivory White. Specify. Ship. wt. approx. 11 lbs. Sugg. Retail $131.95

2282G1950—Deluxe Plush Lined Case Only Ship wt. approx. 15 lbs Sugg. Retail $38.95

2281G638—Chipboard Case Only. Polyethylene coated. Ship. wt approx 9 lbs. Sugg Retail $12.95



"Reveler" 2 Pick-Up Guitar

- Super Sensitive Adjustable Pick-Ups
- Tremolo
- Adjustable Friction Free Roller Bridge
- Solo, Rhythm Switch
- Two Volume & Tone Controls

"REVELER" 2 PICK-UP GUITAR ONLY

2276G3258 Deluxe double cut-away body Color coded standby switches Body is contoured both front and back with a delicate bevel, ringing its periphery Laminated neck is adjustable and removable and features a 22 fret oval Rosewood fingerboard with 10 inlaid position markers Chromed individual machine heads Etched and polished striped protective plate Skillfully crafted in Japan Case not included. Approx Size 39½" l x 12" w x 1½" d Available in Metallic Red, Metallic Blue, Mah Sunburst or Ivory White. Specify. Ship wt. approx 10 lbs. Sugg. Retail $112.50

2282G1950—Deluxe Plushed Line Case Only Ship. wt approx 15 lbs Sugg Retail $38.95

2285G759—Chipboard Case Only. Ship. wt. approx 9 lbs. Sugg. Retail $14.95

"Royal" 3 Pick-Up Guitar

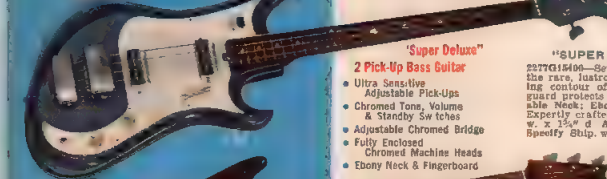
- Double Cut-Away Body
- Adjustable Friction Free Chromed Roller Bridge
- Volume & Tone Controls
- Tremolo
- Rosewood Fingerboard

"ROYAL" 3 PICK-UP GUITAR ONLY

2190G4970—Beautifully lacquered hardwood body is shaped both front and back and is protected by an etched and polished striped plate Removable, adjustable neck is laminated for extra strength and features a 22 fret Rosewood fingerboard. A product of skilled Japanese craftsmanship Case not included Approx Size 38½" l x 11¼" w x 1½" d Available in Mah Sunburst, Metallic Red, Metallic Blue or Ivory White. Specify Ship wt approx 10 lbs Sugg Retail $106.50

2282G1950—Deluxe Plush Lined Case Only. Approx ship wt 15 lbs Sugg. Retail $38.95

2285G638—Chipboard Case Only. Polyethylene coated Approx ship wt. 9 lbs Sugg Retail $12.95



"Super Deluxe" 2 Pick-Up Bass Guitar

- Ultra Sensitive Adjustable Pick-Ups
- Chromed Tone, Volume & Standby Switches
- Adjustable Chromed Bridge
- Fully Enclosed Chromed Machine Heads
- Ebony Neck & Fingerboard

"SUPER DELUXE" 2 PICK-UP BASS GUITAR ONLY

2277G15400—Seven coats of lacquer—individually hand rubbed—produces the rare, lustrous finish of the "Super Deluxe" Bass guitar. Trim following contour of guitar body is hand inlaid Triple ply, laminated pick guard protects all working surfaces. Thin 5-ply laminated Ebony Adjustable Neck; Ebony Fingerboard with distinctive inlaid position markers Expertly crafted in Japan Case not included Approx Size 44" l x 14¼" w. x 1½" d Available in Metallic Blue, Metallic Red, or Ivory White Specify Ship. wt approx. 11 lbs Sugg Retail $229.95

2283G1950—Deluxe Plush Lined Case Only Approx ship. wt. 15 lbs. Sugg Retail $38.95

2 Pick-Up Bass Guitar

- Super Sensitive Pick-Ups
- Extended Neck
- 2 Volume Controls & Standby Switches
- Adjustable Neck
- Rosewood Fingerboard

2 PICK-UP BASS GUITAR ONLY

2192G6230—Handsomely styled bass guitar. Removable, adjustable neck is laminated for extra strength and features a 21 fret Rosewood fingerboard Heavy duty fully enclosed, chromed machine heads A styling bevel complements the shaped and contoured body Etched and polished striped metal plate protects lustrous lacquer finish Excellent Japanese craftsman ship Case not included Approx Size 42½" l x 12" w x 1½" d Available in Mah. Sunburst, Metallic Red, Metallic Blue or Ivory White. Specify. Ship wt approx. 12 lbs. Sugg Retail $133.50

2283G1950—Deluxe Plush Lined Case Only. Ship. wt. approx. 15 lbs. Sugg. Retail $38.95

2284G906—Chipboard Case only. Ship. wt. approx. 9 lbs Sugg Ret. $17.95

"SUPER DELUXE" ELEC BASS GUITAR-AMP OUTFIT

Guitar Features:
- 2 Ultra Sensitive Pick-ups
- Ebony Neck & Fingerboard
- Tone, Vol. & Standby Switches
- Guitar-Amp. Connecting Cord
- Plush Lined Deluxe Guitar Case
- Guitar Instruction Book

Amplifier Features:
- Powerful Pref. 50 Watt Amp.
- 15" Hvy Duty Speaker
- 3 Inst Inputs

2289G40423—Deluxe quality Bass outfit designed for the more advanced guitarist. Consists of 2273G15400—"Super Deluxe" 2 Pick-up Bass Elec Guitar and 2282G1950—Deluxe Plush Lined case from page 440, 2983MF27208—50 Watt Pref Amp from page 437 plus Connecting Cord and Instruction Book. Guitar is available in Metallic Blue, Metallic Red or Ivory White. Specify Guitar Color Ship wt approx. 97 lbs.

2273G15400—"Super Deluxe" 2 Pick-up Elec Bass Guitar Only from above outfit. Less case and Instruction Book With connecting cord. Specify Color Ship wt approx 11 lbs Sugg Retail $329.95

2983MF25208—Pref 50 Watt Amplifier Only from above outfit Ship wt approx 60 lbs Sugg Retail $399.95

"ELITER" SOLID BODY ELEC GUITAR AMP OUTFIT

Guitar Features:
- 3 Split Pick-ups To Produce Stereo
- 5 Self-Cancelling Switches
- Two Channel Outputs
- Guitar-Amp. Connecting Cord
- Plush Lined Guitar Case
- Guitar Instruction Book

Amplifier Features:
- "Deluxe Pref." 100 Watt Amp.
- Twin 15" Speakers
- Reverb & Tremolo

2280G52792—For the Professional the ultimate in design and performance. Consists of 2273G17500 "Eliter" Elec. Guitar and 2282G1950—Deluxe Plush Lined Case from page 440 2984MF28129—"Deluxe Pref" Amplifier from page 437 plus Connecting Cord and Instruction Book. Guitar is available in Metallic Blue, Metallic Red or Ivory White. Specify Guitar Color. Ship wt aprox 118 lbs.

2273G17500—"Eliter" Elec Guitar Only from above outfit Less case and instruction book With connecting cord Specify Color, Ship wt approx 11 lbs. Sugg Retail $374.95

2984MF28129—"Deluxe Pref" 100 Watt Amplifier Only Ship wt approx 91 lbs Sugg Retail $500.00

"ROYAL" ELEC GUITAR-AMP OUTFIT

Guitar Features:
- 3 Pick-up Guitar
- Chromed Roller Bridge Vol. & Tone Controls
- Tremolo
- Guitar Amp. Connecting Cord
- Guitar Carrying Case
- Guitar Instruction Book

Amplifier Features:
- 5 Tubes; 4 Inst. Inputs
- 12" Jensen Speaker
- 2 Separate Channels

2291G10783—Quality Student Outfit—great for dances, parties etc Consists of 2180G4970—"Royal" 3 Pick-up Elec Guitar and 2285G638—Chipboard Case from page 440, 2251G5745—Five-Tube Amplifier from page 436 plus Connecting Cord and Instruction Book. Guitar is available in Metallic Red, Metallic Blue, Mah. Sunburst or Ivory White Specify Guitar Color Ship wt approx 43 lbs. Sugg. Retail $253.95

2180G4970—"Royal" 3 Pick-up Elec. Guitar Only from above outfit Less case and instruction book With connecting cord Specify Color, Ship wt approx 15 lbs Sugg Retail $106.50

2251G5745—Five-Tube Amplifier Only from above outfit. Ship wt approx 23 lbs Sugg Retail $114.90

"DELUXE" 3 PICK UP ELEC GUITAR AMP. OUTFIT

Guitar Features:
- Sensitive Pick-ups
- 3 Vol. & Tone Controls, 3 Standby Switches
- Tremolo; Solo/Rhythm Switch
- Guitar-Amp. Connecting Cord
- Guitar Carrying Case
- Guitar Instruction Book

Amplifier Features:
- Deluxe 40 Watt Amp.
- 12" Speaker; 3 Inputs
- Reverb & Tremolo

2282G24413—Deluxe quality outfit for the aspiring professional Consists of 2275G6160—"Deluxe" 3 Pick-Up Elec Guitar and 2281G633—Chipboard Case from page 440, 2996MF18900—Deluxe 40 Watt Amp from page 437 plus Connecting Cord and Instruction Book. Guitar is available in Metallic Blue, Metallic Red, Mah. Sunburst or Ivory White. Specify Guitar Color. Ship wt. approx. 61 lbs. Sugg Retail $433.95

2275G6160—"Deluxe" 3 Pick-Up Elec Guitar Only from above outfit Less case and instruction book With connecting cord Specify Color Ship wt approx 11 lbs Sugg Retail $131.95

2996MF18900—Deluxe 40 Watt Amplifier Only from above outfit Ship wt. approx 40 lbs Retail $299.95

Complete Line of Solid Body Elec. Guitar-Amp. Outfits—Shipped From N. Y. or Illinois

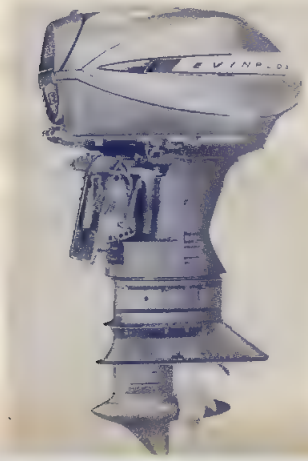
1967 OUTBOARD MOTORS

Johnson

☐ Sea-Horse outboards from Johnson Motors, Waukegan, Ill. 60085 are rated at 3, 5, 6, 9.5, 20, 33, 40, 60, 80 and 100 hp for 1967 and are reported to offer increased fuel economy as well as other improvements. The 100-hp Golden Meteor, largest of the new Sea-Horses, is fired by a Power-Pulse ignition system that eliminates points, condensers and breakers, and delivers high-voltage current to plugs twenty times faster than conventional ignition. Fuel savings with the Sea-Horse 20 at cruising speeds are as great as 30%, says Johnson, and a new mounting system on the 9.5 has improved idling and slow trolling. Adjustable four-position transom mounting clamps and alternator-generators are standard on the 60-, 80- and 100-hp engines. An additional two mph has been added to the 20's performance with a new propeller and new, compact fuel pumps have been installed on the 5- and 6-hp Sea-Horses. All 1967 Johnson outboards use a 50:1 gas:oil mix and all are covered by a two-year warranty against defects.

Mercury

☐ Several new developments have been engineered by the Kiekhaefer Corp., Fond du Lac, Wisc. into its 1967 line of Mercury outboards. Solid-state Thunderbolt ignition will fire the 110-hp Merc 1100SS, the 95-hp Merc 950SS, the 65-hp Merc 650SS and the 50-hp Merc 500SS with high voltage produced by a capacitance-discharge system that has no breaker points and never needs timing corrections. All nine '67 engines use a 50:1 gas:oil mix with Quicksilver Formula 50 outboard oil, and Polar-Gap spark plugs, reported to last several seasons, are standard on SS models with Thunderbolt ignition. MerCathode is a new anti-corrosion accessory that thwarts salt-water corrosion on any outboard or stern drive by impressing current from the engine battery The Mercury line is rated at 110, 95, 65, 50, 35, 20, 9.8, 6 and 3 9 hp and incl. improved fuel econ. for the 95- 20-hp engines, increased displacement for boosted power on the 65-hp engine, more compact styling for the 50, and special plugs with ½" reach on all models.



Evinrude 80-hp Starflite

Evinrude

☐ Ten basic engines will be sold in '67 by Evinrude Motors, Milwaukee, Wisc. 53216, with most available in several models. Horsepower ratings are 100, 80, 60, 40, 33, 18, 9.5, 6, 5 and 3. Evinrude's big Starflite 100-S, holder of the 130.9-mph world outboard speed record, is equipped this year with a completely electronic ignition that delivers a high-voltage spark and does away with the points and mechanical contacts of conventional ignition Evinrude 60-, 80- and 100-hp engines have transom mounts that adjust 2½" vertically for better mating with the boat. Six-amp alternators are standard on the 60 and 80, with 15-amp alternators on the 80-hp de luxe Starflite and the 100-S. New fuel pumps have been installed on the 6, 9.5 and 18, and the latter now has a spark advance An all-purpose fishing motor, the 9.5 has new suspension and new carburetion for smoother trolling. The folding 3-hp motor introduced by Evinrude last year is sold for '67 in a fixed-shaft version as well. The 3 hp Yachtwin and 5-hp Angler may be had with a 30" shaft for pushing sailboats; all other models are available with 15" or 20" shafts, except the 100-S whose only lower unit is 20". Each new Evinrude burns a 50:1 gas.oil mix and is sold with a two-year warranty.

McCulloch

☐ Lightweight electric-start engines for anglers are built in 7½- and 9-hp sizes by the McCulloch Corp., 6101 W. Century Blvd., Los Angeles, Calif. 90045 The electrics have flywheel-mounted starters and generators and a start button mounted at the tip of the control handle Both engines are also sold in manual-start models Smallest of the McCulloch fishing engines is a 39-pound air-cooled 4-hp motor that idles down to 400 rpm. Larger '67 engines from McCulloch are rated at 14, 28, 45 and 75 hp. The 28, 45 and 75 are available with electric starting, and the 14 and 45 are built in special heavy-duty "Ox" models for workboats which require high torque.

McCulloch 9-hp Electric

Mercury 100-hp Six

Johnson Electramatic 40

OUTBOARD MOTORS

Chrysler

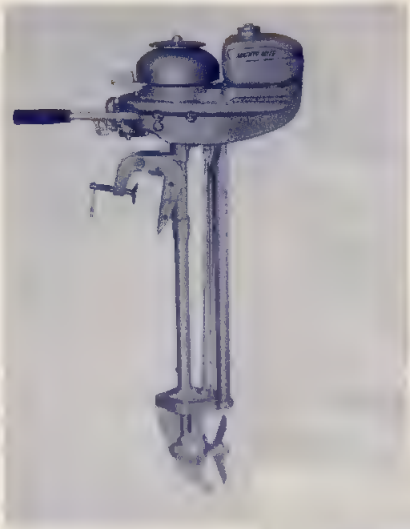
☐ Nine outboards ranging from a powerful 105-hp engine to a lightweight of 3.5 are announced for the new season by the Chrysler Outboard Corp., Hartford, Wisc. 53027. Entirely new is the 55-hp Chrysler 55, an engine that weighs less than 140 pounds and may be had with manual starting, standard electric starting, or alternator electric starting. Also light for their power class are the Chrysler 105 and 75, largest in the line. Mid-range engines from Chrysler, at 35 and 45 hp, are sold with a choice of 15" or 20" shafts, manual or electric starting. The 20 and 9.2 are available in Autoelectric models with key-starting and battery power for accessories such as lights, radios and even electric shavers. All Chrysler engines below 20 hp may be fitted with 20" shafts for use aboard sailboats, and the 6 can be fitted with a 30" shaft. The entire line is sold with a two-year warranty on parts and service, and engines of 20 hp and over burn a 50:1 gas:oil mix.

Homelite

☐ Four-cycle operation, with its inherent advantages of fuel economy and steady operation at low speeds, is afforded the outboard boatman by the Homelite 55-hp Grand Prix from the Engine Division of the Fisher-Pierce Co., Box 71F, Wollaston, Mass. 02170. The 55 burns straight gasoline with no oil mixture and has an overhead-cam design, a 500-rpm idle capacity, cooling system with thermostatic controls, and a 20-amp alternator with a switch to control its charging rate. A powerhead suspension system and mufflers on air intake and exhaust are said to effectively damp noise and vibration. Fisher-Pierce boasts that at full speed, the Grand Prix uses about ⅔ as much fuel as comparable 2-cycle engines under similar conditions.

British Seagull

☐ Heavy-duty power for pushing sailboats and other displacement craft has been engineered into the several British Seagull outboards sold on these shores by Seagull Marine Sales, 672 S. Lafayette Park Pl., Los Angeles, Calif. 90057; Inland Marine, 76 E. Jackson St., Wilkes-Barre, Pa. 18701; and Imtra Corp., 11 University Rd., Cambridge, Mass. British Seagulls have one cylinder and turn four-bladed wheels through 3:1 and 4:1 reduction. Both long and standard shaft lengths are available on all motors.



The 1.7-hp Neptune Mighty Mite

Neptune Mighty Mite

☐ The $94.50 Neptune Mighty Mite delivers 1.7 hp from its trim 17-pound package, according to Muncie Gear Works, Box 433, Cordele, Ga., and operates for 15¢ an hour. The one-cylinder lightweight is sold with a 90-day guarantee against defects in parts and workmanship.

My-te Electric

☐ Quiet electric-powered angling is the boast of City Engineering Co., 3547 Massachusetts Ave., Indianapolis, Ind. 46218 for its My-te Electric outboard. The 12-volt electric has four speeds, the lowest well below 500 rpm. Its price is in the $100 range and it has 360° steering and a weedless design lower unit.

Commando VII

☐ An air-cooled lightweight for fishermen is the 4-hp Commando VII built by Comanco, Inc., Washington Blvd. at Motor Ave., Culver City, Calif. and sold for $99.95. The 22-pound Commando has 360° steering, semi-weedless prop, and is reported to move a boat at 12 mph as well as troll down to 1 mph for fishing.

Comanco's Commando VII

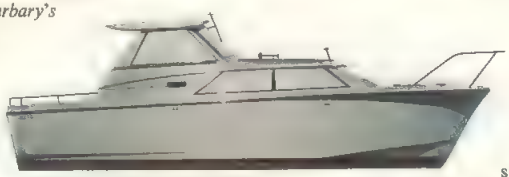
The 105-hp Chrysler

Homelite 55-hp Grand Prix

British Seagull Century Plus

Here's why Owens is number 1 in boating. They're a leader in the industry. Owens is the home of new ideas. Exciting advances. Owens is the company of the future.

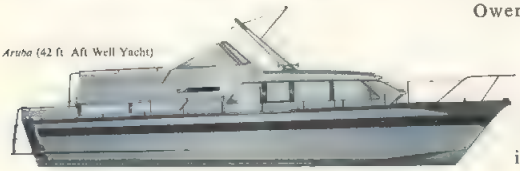
Today, the big news is in fiberglass. It's Owens' 35-foot *Barbary*. She's got a 12'6" beam. Her roomy 380 square foot cabin area sleeps six. And man-size galley can take care of the fixings for a Sunday dinner. *Barbary's* good-looking outside. (Owens forgot most of that silly chrome.) And raring to go inside with the most power-



Marauder (27 ft. Fiberglass Fleetship Express).

The Flagship V8.

packed twin 225 horses you ever started. Owens' power plant is a real mechanical marvel. (For example: it weighs in at 690 pounds for 225 horsepower.)



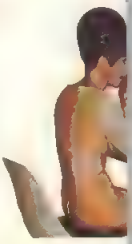
Aruba (42 ft. Aft Well Yacht)

Fits into compact quarters. And lives on standard gas.

Every Owens' hull gets the full paint treatment. They countersink all screw holes. And then plug them so you don't know where they were.

Eight separate sanding operations smooth out the rough edges. Even the smallest pore is sealed one, two, three, four times. Then they cover all their work with three different glaze operations. Next comes the undercoat three coats strong. Followed (not once, but twice) by the slickest finish you ever saw yourself in.

Stand directly in front of an Owens' hull. Look at it. See the deep vee formed by the bow. Follow that vee back to the stern. Notice how it gradually widens.



That knife-like bow cuts a wave like it was a pie meringue. And so you won't get the bump of your life, these waves reel right off the deep vee to port and starboard.

All the hull designing won't mean a thing if your power plant is too much. Or too little. Owens' engineers, by some pretty complicated slide rule process, mate every boat's power to its hull vee. This means that they can practically guarantee you a seasick-proof ride. You can even have a little fun with a hull like this. Take a 35-degree turn at high speed without getting your feet wet.

And everybody likes the kind of frosting that makes sense.

Jamaican (35 ft. Yacht Express).

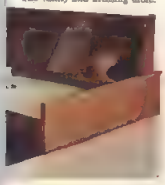
You've been reading why Owens is number 1 in boating. Take a boat show sneak peek at all the beauties. See for yourself.

Take our hinged helm station. Freeway-style wheel. Stainless steel outside ladders. Easy-clean, non-stick plastic drawers. All-electric galley. Built-in color TV. (Perfect answer for pesky landlubbers.) Central vacuum cleaner. Automatic ice-maker. And very contemporary vanity and dressing table.

Aruba central vacuum cleaning system.

Grenada (37 ft. Double Cabin, Flying Bridge Yacht).

The vanity and dressing table.



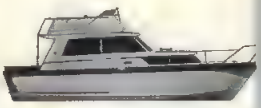
Owens' interiors are a decorator's dream. And you be your own decorator. Select your favorite coordinated colors. Soft, luxurious carpets. Beautiful drapes. And wood grain paneling make everything resemble a pleasing rainbow of colors.

Color coordinated interiors

All-electric galley, color TV, central vacuum cleaning system, and automatic ice-maker are optional extras on some models.

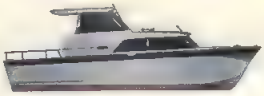
Commando (25 ft. Sea Skiff Express).

Princess (25 ft. Flagship Express).



Margarita (33 ft. Yacht Sedan).

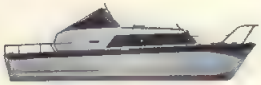
Raider (26 ft. Sea Skiff Express).



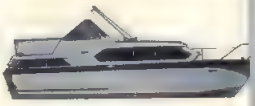
Contessa (26 ft. Flagship Express).

Jamaican (35 ft. Yacht Express).

Buccaneer (28 ft. Sea Skiff Express).



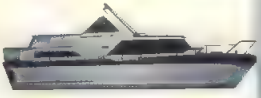
Sultana (28 ft. Flagship Express).



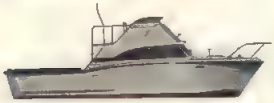
Grenada (37 ft. Double Cabin, Flying Bridge Yacht)

Marauder (27 ft. Fiberglass Fleetship Express).

Empress (30 ft. Flagship Express).



Tahitian (40 ft. Double Cabin, Flying Bridge Yacht)



Brigantine (33 ft. Fiberglass Fleetship Sport Fisherman).

Empress (30 ft. Flagship Sedan).

Aruba (42 ft. Tri-Cabin Yacht).

Barbary (35 ft. Fiberglass Fleetship Express).

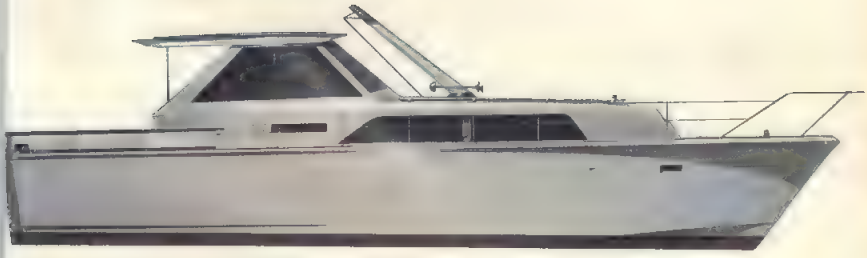
Regency (33 ft. Flagship Express).

Aruba (42 ft. Aft Well Yacht).

Owens: Number 1 in Boating

Owens Yacht Division / *Brunswick* Corporation

Owens: Number 1 in Boating



The brand-new 35 ft. fiberglass Barbary.

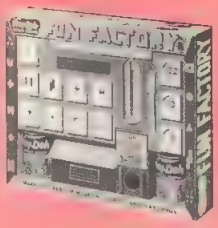
10 happy years in the FUN spotlight

NOW the 1967 •

No. 259 PLAY-DOH FOUR PAK

No. 600 PLAY-DOH PEE-WEE SCUPTOR

No. 900 PLAY-DOH FUN FACTORY, JR.



No. 450 PLAY-DOH FUN FACTORY

PLAY-DOH Modeling Compound, known and trusted by parents, teachers and children throughout the world, has enjoyed 10 happy years in the FUN spotlight as "America's Favorite Modeling Compound". Rainbow Crafts line of staple favorites continues to grow with the addition of PLAYNTS Dippsy Doodler and Cartoon Tiles sets. See these NEW hit items in our Toy Fair showrooms 1003-1005, 200 Fifth Avenue, New York.

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Toy names listed above are trade marks of Rainbow Crafts, Inc.

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No. 800 PLAYNTS SPILL-PROOF PLAY PAINTS

NEW

No. 875 PLAYNTS DIPPSY DOODLER

No. 850 PLAYNTS COLOR KIT

Play-Doh toys are tested by The Association for Childhood Education International, Washington, D.C.

COMMENDED by PARENTS' MAGAZINE AS ADVERTISED THEREIN

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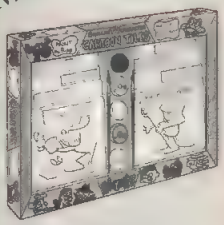

No. 835 PLAYNTS CARTOON TILES SET

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CINCINNATI, OHIO 45212

"The The Original Play-Doh MODELING COMPOUND *People"*

OF GENERAL MILLS

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SAFARI TRUCK brings 'em back! 12 Pieces 5.99

Thrill to a big game hunt . . . by Nylint. Capture 9 "wild" animals and load them in cage. Use sturdy winch to raise cage onto wagon. Steel safari wagon has slide-out metal ramp. Steel Bronco truck with removable top hauls rig.
Z36 J 5748. Overall 24 in. long Mailable Shpg. wt. 7 lbs. . . . . .Set 5.99

Two toys in one!

JEEP 'N RUNABOUT by Tonka. It's great fun to go boating . . . and your jiffy jeep will get your boat to the dock in no time!
Built so realistically, steel jeep has fold down windshield, whitewall tires . . . even a trailer hitch. Plastic boat has a detachable outboard motor too. Overall 24¾ inches long.
Z36 J 5787. Mailable. (4 lbs.) . . . Set 3.97

Trucks for town and country!

1 ZOO-KEEPER'S TRUCK from Buddy L . . . all ready to haul six "wild" animals! Just lead the jungle animals to their proper cages . . . now you're ready to transport them to the city zoo or on tour with the circus.
Rugged steel truck has plastic cages with sliding bars. 13 in. long.
35 J 5780. Shpg. wt. 3 lbs. . . Set 2.99

2 SANITATION TRUCK by Structo carries the biggest loads ever! Bucket lifts for easy loading . . . gates open automatically, just like the real ones! Ready to dump—lever control shifts the whole truck body into quick dumping position. Heavy gauge steel with detailed interior. 18 in. long
Z36 J 5753. Mailable (6 lbs.) . . . 5.77

3 AUTO WRECKER by Buddy L . . . lets you take care of wrecked or stalled cars, clear traffic in a jiffy. Warning light flashes as wrecker, with operating boom, tows disabled autos away. "Spare" tire plus three plastic tools for minor repairs included. Durable heavy gauge steel truck is 15 in. long. Flasher light uses 2 "C" batteries (not included, see page 384).
35 J 5741 3 lbs. (4 oz.) Set 4.66

4 VISTA-DOME HORSE VAN by Structo transports horses all over the country! Carries two horses and two colts in separate stalls. Trailer features clear plastic skylite . . . lets you watch stock while loading and unloading.
Steel van has 2 ramps, steering wheel, chromed bumper, tandem wheels and whitewalls. About 22 in. long.
Z36 J 5785. Mail (7 lbs.) . . . Set 4.98

5 CAR CARRIER by Tonka . . . rugged enough for you to ride! Durable heavy gauge steel with full-view "glassed-in" cab, dashboard, steering wheel and tandem whitewall tires.
Detachable trailer transports three scale model cars—two Mustangs and one brand new Ranchero pick-up truck. Lever lowers ramp for loading and unloading cargo. About 27 in. long
Z36 J 5797 Mail. (8 lbs.) . . . Set 6.99

Budget Power—best way to take care of your Christmas Shopping

Structo's brawniest ROAD BUILDERS load, lift and dump!

6 Piece Set 9.94

Now the backyard crew can work twice as fast!

[illegible] inch hi-lift bulldozer levels and scoops automatically. [illegible] inch dump truck drops giant loads with a flick of the lever. Tailgate swings open too. [illegible] inch road grader raises, drops, and tilts scraper with smooth lever action.

Sand loader lifts and [illegible] heavy-duty rubber belt [illegible] in. long. Two Road Closed signs included. All steel with tough rubber tires. Mail W36 J 5757 (13 lbs.) Set 9.94

These action-packed STEEL TRUCKS take on even the biggest jobs!

1 MICHIGAN SHOVEL . . . takes a big bite! Created by Nylint for the biggest, toughest construction jobs.

2 ft. boom is great for loading, lifting or dumping. Just crank up the winch . . . steel crane lowers and raises, bucket tips open automatically! Steel cab swivels a full circle on extra wide platform. Deep tread tires. 30 in. long. Mailable.
Z36 J 5759. (11 lbs.) 7.77

2 BOTTOM DUMP TRUCK. Put down that new air strip in record time! Depend on the super sized Tonka dump truck to hold and dump every mammoth load! Levers operate dual 3 position dumping doors.

Realistic glassed in cab has seat, dashboard and steering wheel. Of heavy gauge steel with deep tread whitewall tires. 25 in. long. Mailable.
Z36 J 5737 (9 lbs.) 6.98

3 SUPER DUMP TRUCK . . . scale-model giant by Tonka. Load it . . . haul it away . . . raise truck's back for dumping.

Heavy gauge steel is even strong enough to give you a ride! Rugged bumpers are padded to absorb shocks. Super tread rubber tires give truck extra action on rough and slippery roads. Modern glassed in cab. 18½ in. long. Mailable.
Z36 J 5772 (11 lbs.) 6.44

4 MIGHTY SCRAPER by Tonka. Moves earth like a giant steel bottom section drops for scraping, shuts for hauling, opens for spreading.

Miniature engine looks just like a real one, has air cleaner and exhaust. Steel cab is realistically detailed, even has a driver's seat. Deep tread rubber tires give super traction. Abt. 27 in. Mail
Z36 J 5774. (10 lbs.) 8.99

See Page 277 for low Budget Power monthly terms—No Money Down

Johnny Speed out-performs 'em all! Set *24.99*

(1) Johnny Speed Car. You steer it down the roadway by remote control! Plastic Uses one 6V cell (not incl.—see below). Z36 J 5532M. 22" long. Mail. (7 lbs.) 12.88

(2) Timer records your speed! Mail. (3 lbs.) Z36 J 5525M Plastic: 17½ in. wide 5.99

(3) Parking Test. Buzzer signals error. Plastic Uses 1 "D" battery (not incl. see below). Z36 J 5531M. 37" long. Mail. (5 lbs.). .5.99

(4) Rally Pack. Steer your car around the rugged obstacle course All plastic. Mailable Z36 J 5550M. (2 lbs.) .....17-pc Pack 1 99

COMPLETE JOHNNY SPEED SET save $1 86. Includes items 1 to 4, above W36 J 5551M. Mailable Shipping weight 15 lbs . Set 24.99

(5) JOHNNY SPEED CURVE TEST . steer any car through "S" curve red light flashes for error! Uses 1 "D" battery (not incl see below) Plastic Easy assembly. 56 in. long. Z36 J 5553M. Mail. (5 lbs)....6.47

(6) JOHNNY SPEED FINISH LINE waves the winner in! As car roars over—up goes the flag. Plastic. No battery needed. 20½ in. high. Z36 J 5555M. Mail (3 lbs) . 2.97

Run the JOHNNY EXPRESS freight yard—lift and load by remote control Set *18.77*

(7) Tractor-trailer. Tough 'n brawny, yet easy to command by remote control. Plastic—with removable side and front panels. 33 in. long. Uses 4 "D" cells (not incl.—see below). Mail W36 J 5536M. (13 lb).....11.88

(8) Cargo. Drums, pallets, crates . detailed like real! Plastic. Z36 J 5537M. Mail. (3 lb). 2 66

(9) Conveyor. Keep cargo moving along with hand-operated crank action Plastic: 17 in. long Mail Z36 J 5538M (4 lb). 2.66

(10) Fork Lift. Picks up all cargo, transports it anywhere. Hand operated Plastic: 7 in. high. Mail Z36 J 5539M. (3 lb). 2.44

COMPLETE JOHNNY EXPRESS SET. Buy them all . . . save over individual prices! Set includes items 7 to 10. W36 J 5545M. Mailable Shpg. wt. 20 lbs .Set 18.77

(11) Johnny Storage Tank holds, loads liquids. 19 in. Plastic Mail Z36 J 5542M. (4 lb) 3.57

(12) Johnny Lights, Horn. 'D' cell (not incl; see below). Plastic Mail Z36 J 5520M. (1 lb).2.79

(13) Johnny Reefer Van, side sliding door 24 in long. Plastic Mailable Z36 J 5548M (8 lb) 5.47

(14) Johnny Liquid Tanker has valves, gauge. 26 in. long Plastic Mailable Z36 J 5541M. (6 lb) 5.44

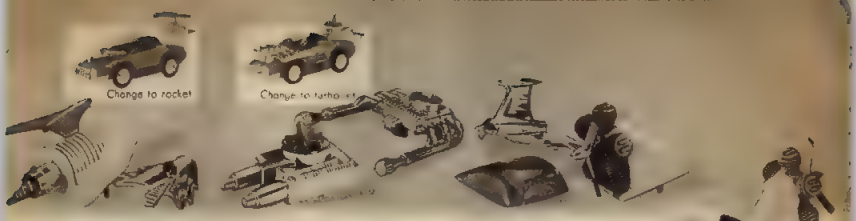
(15) Johnny Dump Body tilts to 30 degrees. 24 in. long. Plastic. Mail Z36 J 5549M (6 lb) 4.97

FRESH MARATHON BATTERIES

Leak resistant Marathons give new life, dependable performance to toys, radios etc

Type	"D" cell	"C" cell	Penlight "AA" cell	9V transistor	6V battery
Catalog No	35 J 5534	35 J 5535	35 J 5533	35 J 5518	Z36 J 5117
Shpg wt	[illegible] lb	8 oz	6 oz	12 oz	2 lbs.
Quantity	Pkg of 4	Pkg of 4	Package of 4	2 for	Each
Price	59¢	59¢	59¢	79¢	89¢

Use Budget Power—make brightest Christmas dreams come true



Remco Swapmobile—4 nifty cars in 1 Set 7.88

The only motorized auto with four engine and body assemblies! Snap off the "souped-up" V8 engine and trim—it's a sleek turbo jet, a "flaming" rocket engine fastback or a bubble-top piston pusher! All metalized plastic parts. Engine uses 2 "C" batteries (not incl., see pg. 384) 8 in. long. R36 J 5495. Mailable. (4 lbs.)..Set 7.88

Change to piston pusher

REMCO'S MOTOR MIKE JEEP SET . . . bantam 5½ in. long jeep climbs over obstacles twice its size! Snap-on double-decker back—it becomes a cross-country camper. Attach wrecker back—it's a tow truck with winch and hook! U-Haul trailer has removable side gates . . doubles as flat-bed carrier. Crafted of metal and plastic. Uses 2 "AA" batteries (not incl., see pg. 384). Bridge set and 6-section obstacle course included. R36 J 5498. Mailable. Shpg wt. 4 lbs.....Set 6.98

See MIGHTY MIKE dip 'n zip on Remco's skyway Set 10.88

Climb-action-traction takes Mighty Mike over any terrain, no matter how winding or rocky! Six wheel plastic loader truck is only 5½x3 in. high but watch it zoom over obstacles twice its size. Snap-on dump truck ready carries and dumps giant loads. For daily milk delivery snap on the milk tank it empties with a working hose! Livestock carrier snaps on, too—back opens for quick loading. Two sheep included. Over 6 feet of camel back skyway track and steep, twisting bridge sections let you put Mighty Mike through the impossible. Mailable. R36 J 5496. Uses "D" battery (not incl. see pg. 384) (5 lb) Set 10.88

Nothing stops these rugged Remcos

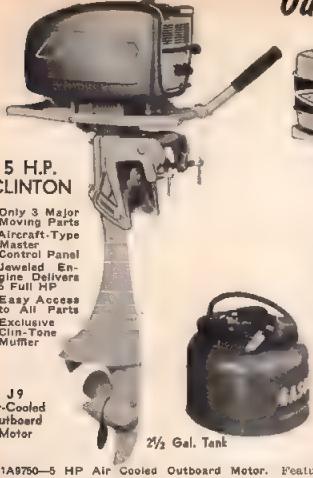
1 FIRE ENGINE has screaming siren, clanging bell and nozzle spouts real water! Motorized—with forward, reverse gears. Uses 4 "D" cells (not incl. see pg. 384). M36 J 5499. Plastic; 50 in. long. Frt., exp. (14 lbs.) 15.94

2 FAT CAT Swing the big boom forward . . . power winch raises, lowers or tows automatically. Two forward, reverse speeds. Uses 4 "D" cells (not incl., see pg. 384) W36 J 5454. Plastic/metal: 34 in. long. Mail. (9 lbs.) 9.98

3 TIGER CAT claws its way up-hill and down as motor purrs. Valve covers, hub caps, exhaust pipe shine like real chrome! Crafted of metal and plastic; 14 inches long. Uses 2 "D" batteries (not included, see page 384). R36 J 5455. Mailable. Shpg. wt. 5 lbs.....4.98

See Page 277 for low Budget Power monthly terms—No Money Down

Outboard Motors



5 H.P. CLINTON

- Only 3 Major Moving Parts
- Aircraft-Type Master Control Panel
- Jewaled Engine Delivers 5 Full HP
- Easy Access to All Parts
- Exclusive Clin-Tone Muffler

J 9 Air-Cooled Outboard Motor

2½ Gal. Tank

- 5 H.P. Golden Jet
- Compact
- Lightweight
- Powerful
- Air-Cooled Motor
- Longer Life
- More Value

4708AF10082 The ideal outboard motor Lightweight compact —easy to stow in car trunk or boat. Balanced with front and rear handles for easy carrying Only 3 moving parts in powerhead Air-cooled engine eliminates freeze up worry All submersible parts of alloy die cast salt resistant aluminum Integral 3½ pint tank and auxiliary 2½ gallon tank Automatic rewind starter Automatic spark control for smooth engine operation at slow trolling speed and fast running speed Weight 30 lbs., overall length 40". F.O.B. Iowa Factory Sugg. Retail **$143.25**

ESKA "Skipper 300" 3 H.P. Motor

- Air Cooled - Won't Freeze Up
- Full 360° Steering
- Industry Rated at 3 H.P.
- Excels as Trolling Motor— 1-2 M.P.H. Min. Speed

4288AF7625—"Skipper 300," Outboard Motor. Precision built engine will run 1½ hours on only two pints of gas Only three moving parts in powerhead Moisture proof high tension magneto Carburetor aircraft type (Non-flooding) diaphragm, variable idle jet, precalibrated high speed jet with gyro control Automatic rewind starter; positive stop switch All weather cowling engine covering Aluminum semi-weedless propeller Motor has front and back carrying handles Double locking device minimizes vibration holds motor in firm position Fuel capacity: 2 pts Ship wt approx 27 lbs F.O.B Iowa Factory Sugg. Retail $108.95

3681A9750—5 HP Air Cooled Outboard Motor. Features, snap-off hood for easy access to engine, cooling fins handles for easy carrying, motor head swivels 360° for forward and reverse, automotive type carburetor; 2-bladed, semi-weedless propeller; 5-foot neoprene fuel hose; automatic recoil starter; folding steering arm; aircraft-type throttle and choke controls; built-in automotive-type fuel pump, needle and sleeve bearings resist friction wear; remote 2½-gallon fuel tank and die cast aluminum crankcase Ship wt approx. 36 lbs. Retail **$134.25**

4709AF8876—Same as above without auxiliary fuel tank F.O.B. Iowa Factory. Retail $126.75

Silentrol Standard and Heavy Duty Motors

4671AF9000 — Model 100 — Standard Silentrol Fisherman's delight, weighs only 12 lbs. Operates with 6, 8 or 12 Volt standard storage battery uses 4½ to 7 amps Specify 24" or 30" shaft. Ship wt. 14 lbs Retail $84.95

4673AF8650 Model 300—Heavy Duty Silentrol 50% more powerful than Standard model For fishermen who require more power Operates on 8 or 12 volts, uses 7 to 16 amps Motor wt. 13½ lbs. Specify 24" or 30" shaft. Ship wt 15 lbs. Retail $84.95

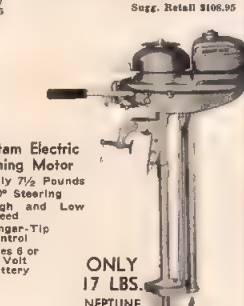
Silentrol Motors with Foot Controls

4672AF10485 — Model 150—Standard with electric foot control unit. Hand free operation, directional control up to 12 ft. from motor Uses approximately 1-amp per hour Motor wt. 15 lbs Specify 24" or 30" shaft. Ship. wt. 18 lbs Retail $149.95

4674AF11105 — Model 250 — Heavy Duty Silentrol with Electronic Foot Control. Change directions by pushing button with your foot, up to 12 ft. from motor Motor wt. 15 lbs Specify 24" or 30" shaft. Ship wt. 18 lbs Retail $169.95

Byrd Silentrol Electric Fishing Motors

These Silentrol motors are the ultimate in lightweight motor design The largest motor weighs only 15 lbs Quiet running, easy handling, makes fishing more of a pleasure than ever. Trouble free operation. All aluminum construction. 8' battery cables Low amperage draw, 3 speed switch Foot control models free hands for fishing, also give directional control up to 12' from motor Available in 24" or 30" shaft. Specify. All motors and accessories shipped F.O.B. Tennessee Factory.



Bantam Electric Fishing Motor

- Only 7½ Pounds
- 360° Steering
- High and Low Speed
- Finger-Tip Control
- Uses 6 or 12 Volt Battery

ONLY 17 LBS.

NEPTUNE "MIGHTY MITE" 1.7 H.P.

- Good Insurance Motor
- Ideal Fishing and Trolling Motor
- For Use by Women and Children
- For Economy-Minded Buyers

3684A6713—1.7 H P. Single Cylinder motor with a 1 Quart capacity. Aluminum semi-weedless propeller, underwater muffler exhaust. Dependable, simple to operate, easy to start, moisture proof magneto, centrifugal pump, siphon cooling. Weighs only 17 lbs. Sugg. Retail **$89.50**

BATTERY CHARGERS

For marine, auto and other batteries which require an efficient charger. Battery chargers are quality constructed to give dependable performance Shipped F.O.B. Tennessee Factory.

4475AF970—3 Amp. 12 Volt Only Battery Charger. Ship wt. approx. 6 lbs. Retail $12.95

4521AF1495—4 Amp. 6 or 12 Volt Battery Charger. Ship wt approx. 9 lbs. Retail $18.95

Side Mount Bracket

4476AF420—The handy side mount makes for easy installation of motor on either side of boat Holds motor firm Approx Ship wt 7 lbs F.O.B. Tenn. Factory. Retail $5.95

THE LAZI KART

4477AF1400 Carries Motor and battery (Not Included) Enamel finish tubing construction Folds to fit in auto trunk or boat. Sits upright for storage Ship wt. approx 10 lbs F.O.B Tenn Factory Retail $19.95

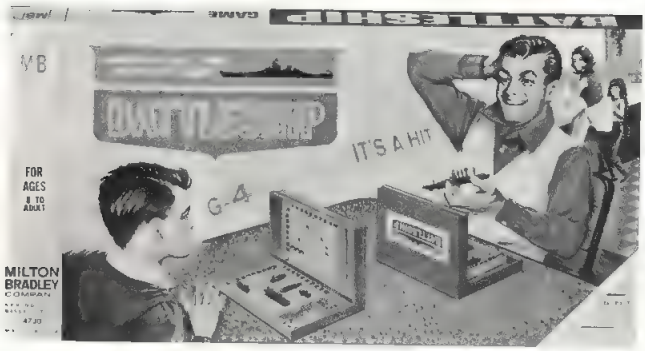
4470A3067 The Bantam weighs only 7½ lbs., yet it is powerful enough to push a 14' boat up to five miles an hour. 12-volt car battery is recommended for power source, however, motor will run on 6-volt at half power. A 12-volt battery will operate motor for a full 24 hours. Handle, shaft and motor housing finished in gleaming hard chrome-plate. Switch housing, clamp bracket and propeller are cast aluminum. Adjustable tilt bracket allows mounting on any boat transom. 60" double wire, battery cable complete with battery clip Specially designed, 8-speed lifetime lubricated power unit is enclosed in a sealed lower unit Draws 8 amps on low speed, 15 amps on high Ship. wt 9 lbs. Retail $49 95

Milton Bradley brought you the hottest new item in the history of games in 1966!

TV

And it's going to be even hotter this year with more promotion and publicity!

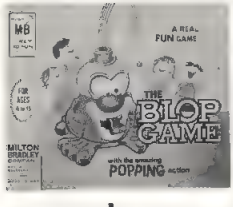
Fire one!



TV

For boys of all ages,
bound to be a big one!

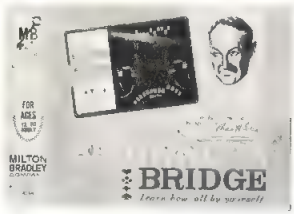
Watch 'em smoke!



TV

Hotter than ever this year!

Charles Goren himself appears in a new TV campaign for the most incendiary of all bridge games!



TV

All part of the

The longest line, the strongest line, the only truly complete game line in the business.
All have great appeal, all get heavy support.
When you buy Milton Bradley items, you know they'll sell!

MB keeps the heat on with the biggest advertising campaign in the game business!

$3,500,000

- Prime time network TV!
- Saturday morning network TV!
- Heaviest spot campaign in your market of any game company!
- Hugh Downs on the Today Show!
- Monthly ads in Parents Magazine!

BENRUS

UNCONDITIONALLY GUARANTEED FOR 3 FULL YEARS

Your Benrus watch movement must run properly—or Benrus will repair it or replace it free and fast. This unequalled guarantee of quality—integrity—value applies to every Benrus Watch. It is your assurance of lasting satisfaction and dependability.

PATRIOT

BENRUS UNCONDITIONALLY 3 YEARS GUARANTEED

PATRIOT SKY COMET "39"
Fashionable styling in an all purpose watch. 14K Gold case, 89 jewels, self-winding, guaranteed waterproof*, calendar feature. Luminous hands with sweep second. Handsome flexible adjustable mesh gold-filled band.
7852W10490 Retail $175.00
Patriot Sky Comet "T" "39"—Same as above with gold color dial.
7853W10490 Retail $175.00

PATRIOT SPACE SHIP
Automatic 17 jewel model for men of action. Brilliant dial and luminous hands with sweep second Yellow top, Stainless Steel back. Guaranteed waterproof*, shock absorbing, anti-magnetic, unbreakable mainspring Handsome J-B adjustable florentine center expansion band.
7854W4690 Retail $77.50
Patriot Space Ship "T"—Same as above with Gold Color dial.
7855W4690 Retail $77.50

FEATURES GALORE!

- ★ Self-Winding
- ★ Waterproof
- ★ Shock-Resistant
- ★ Anti-Magnetic
- ★ Sweep Second

The retail prices used in this catalog are either those as supplied to us by the manufacturer or those we ourselves have determined as a fair and normal retail price.

PATRIOT SPACE CONTROL "25"
Gleaming self winding watch in all Stainless Steel case. 25 jewels, self-winding, guaranteed waterproof* Handsome brush finish dial luminous hands with sweep second. Shock absorbing unbreakable mainspring anti magnetic Handsome adjustable center expansion band
7856W5090 Retail $85.00
Patriot Space Control "W" "25" Same as above with White sunray dial
7857W5090 Retail $85.00

PATRIOT SPACE PASSAGE "25"
The gentlest wrist movement winds this superb 25 jewel quality watch Brilliant dial and luminous hands with sweep second. Yellow top, stainless steel back, self-winding, guaranteed waterproof* Shock absorbing unbreakable mainspring, anti-magnetic Matching adjustable center expansion band.
7858W5490 Retail $92.50

PATRIOT SPACE LIFE
Convenient and accurate. 17 jewel. Calendar model gives time and date, automatically Yellow top, stainless steel back, guaranteed waterproof*. All faceted stick dial and luminous hands with sweep second. Shock absorbing movement, anti-magnetic, unbreakable mainspring. Handsome Kreisler adjustable center expansion band.
7859W5390 Retail $89.95

PATRIOT SPACE SPHERE
Automatic performance and smart styling too. Dependable 17 jewel calendar watch winds itself Gleaming stainless steel case, guaranteed waterproof* Modern dial and luminous hands with sweep second. Unbreakable mainspring, anti magnetic, shock absorbing Highly styled J-B adjustable center expansion band
7860W4950 Retail $79.95

PATRIOT SPACE VOYAGE
Superb new 17 jewel watch is ideal for both work and play. Dependable shock absorbing movement winds itself. Yellow top, Stainless Steel back, guaranteed waterproof* Luminous hands with sweep second, anti-magnetic, unbreakable mainspring Matching adjustable expansion band
7861W4690 Retail $77.50

PATRIOT SKY MERCURY
Waterproof* and weather-proof is this smart 17 jewel self-winding model with Stainless Steel case. Trim, luminous 8 figure dial and sweep second. Shock absorbing, anti-magnetic, unbreakable mainspring. Neat adjustable expansion band
7862W4050 Retail $67.50
Patriot Sky Mercury "Z"—Same as above with black dial
7863W4050 Retail $67.50

* If case, crystal, and crown remain intact.

BENRUS

PATRIOT

EVERY BENRUS IS UNCONDITIONALLY GUARANTEED FOR 3 FULL YEARS
The most beautiful watches of all time by Benrus. Here is styling to complement any wardrobe—designed with you in mind. And, all Benrus Watches offer the 3 year unconditional guarantee . . your assurance of accuracy, value and quality. And, Benrus Watches feature shock-absorbing movements and unbreakable mainsprings.

Patriot Sea Shark "21"—Handsome 21 jewel watch with luminous hands and sweep second. All yellow case, waterproof*, shock absorbing movement unbreakable mainspring Matching adjustable expansion band
7866W4350 Retail $72.50
Patriot Sea Shark "G" "G1"—Same as above with black dial
7867W4350 Retail $72.50

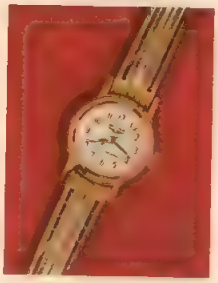
Patriot Sea Wolf—Rugged 17 jewel watch for him. All Stainless Steel case, guaranteed waterproof*. Luminous full figure dial and hands, with sweep second. Adjustable expansion band.
7868W2890 Retail $47.95
Patriot Sea Wolf "Z"—Same as above with black dial
7869W2890 Retail $47.95

* If case, crystal and crown remain intact.

◀ PATRIOT SEA DOG
A distinctive watch for the distinguished man. Perfectly styled for dress or business wear 17 jewels, all yellow case, guaranteed waterproof* Luminous hands with sweep second. Shock absorbing movement, unbreakable mainspring. Neat J-B adjustable expansion band.
7872W3750 Retail $65.00

Every Benrus watch comes beautifully gift boxed.

Patriot Embraceable Chris—Exclusive Benrus 17 jewel bracelet-watch combination with attractive dial Modern trim styling. All yellow with stainless steel back, shock absorbing movement, unbreakable mainspring Sure grip clasp action, safety chain.
7864W3750 Retail $65.00
Patriot Embraceable Chris "W"—Same as above in white
7865W3750 Retail $65.00



Patriot Ocean Marta—17 jewel sport watch with easy to read full figure dial. Luminous hands with sweep second makes this watch ideal for nurses, teachers, stewardesses. Waterproof*, unbreakable mainspring, shock absorbing movement. Sturdy adjustable expansion bracelet.
7870W3890 Retail $65.00

Patriot Ocean Marta X—Nurses' 17 jewel watch features full figure dial with luminous hands and sweep second Guaranteed waterproof*, unbreakable mainspring, shock absorbing movement. Matching adjustable expansion bracelet
7871W3690 Retail $62.50

PATRIOT SLADE ▶
Brilliant new watch with all yellow case and handsome modern dial Quality 17 jewel movement Shock absorbing movement, unbreakable mainspring. Matching J-B adjustable expansion band
7873W4250
Retail $69 95
Patriot Slade "W" Same as above in white
7874W4250
Retail $69.95

Patriot Sea Demon—Super thin 17 jewel model. All stainless steel waterproof* case Sunburst dial has luminous hands and sweep second Matching adjustable extensible band
7875W3315 Retail $55.00
Patriot Sea Demon "Z" Same as above with black dial
7876W3315 Retail $55.00

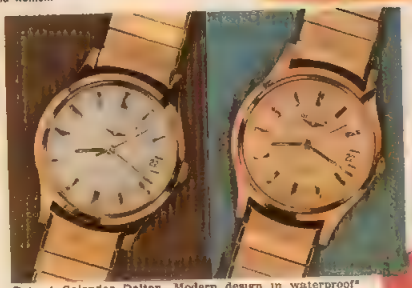
Patriot Sea Ranger — Smartly styled 17 jewel waterproof* model Yellow top with Stainless Steel back. Luminous full figure dial with sweep second Shock absorbing movement, unbreakable mainspring Double feature expansion band
7877W3395 Retail $57.50

BENRUS

The mark of supreme craftsmanship is symbolized in the Patriot ribbon. Patriot Watches feature the most distinctive styling for modern men and women.

PATRIOT

Patriot Lady Catherine—Practical and beautiful 17 jewel model features a sweep second hand and a full figure dial. Yellow top, stainless steel back. Flexible bracelet with adjustable links, center catch and safety chain.
7878W3690 **Retail $62.50**
Patriot Lady Catherine "W"—Same as above in white
7879W3690 **Retail $62.50**



Patriot Calendar Dalton—Modern design in waterproof* all yellow case 17 jewel shock-absorbing movement, unbreakable mainspring, Calendar feature, sweep second hand, luminous hands. Matching adjustable expansion band.
7880W4190 **Retail $69.95**
Patriot Calendar Dalton "T"—Same as above with champagne colored dial
7881W4190 **Retail $69.95**

Patriot Coral "29"—Modern touch in masculine design. The quality movement contains 19 jewels and is self-winding. All yellow case guaranteed waterproof*. Luminous hands with sweep second. Matching J-B florentine adjustable expansion bracelet.
7884W6290 **Retail $102.50**

Patriot Lady Mara—Superb 17 jewel creation with modern tailored look. Yellow top, stainless steel back. Easy to read full figure dial. Matching flexible bracelet with safety chain
7883W3550 **Retail $59.95**
Patriot Lady Mara "W"—Same as shone above in white.
7884W3550 **Retail $59.95**

Patriot Golden Carla "21" Exciting and bewitching in a delightfully styled 14K Yellow Gold case. Features a 21 jewel movement and an attractive dial. Flexible adjustable mesh gold-filled bracelet with safety chain
7885W4490 **Retail $107.50**
Patriot Golden Carla "A" "21"—Same as above in white
7886W4490 **Retail $107.50**

UNCONDITIONALLY 3 YEARS GUARANTEED

EVERY BENRUS IS UNCONDITIONALLY GUARANTEED FOR 3 FULL YEARS.

Every Benrus watch movement must perform properly for 3 full years or Benrus will repair or replace it fast . . . and FREE!

Patriot Lady Penny—Dependable 17 jewel movement set in daintily sculptured case 10K yellow rolled gold plate top, stainless steel back. Faceted crystal, shock-absorbing, unbreakable mainspring. Custom bracelet blends to design of the case.
7887W4490 **Retail $75.00**
Patriot Lady Penny "W"—Same as above in white
7888W4490 **Retail $75.00**

Patriot Sea Rover—Dynamic and handsome 17 jewel model. Wrist alarm feature. Yellow top, stainless steel back, guaranteed waterproof*. Luminous hands with sweep second hand.
7892W4650 **Retail $77.50**
Patriot Sea Rover "X"—Same as above in Stainless Steel case.
7893W4490 **Retail $75.00**

Patriot Abby "21"—This excellent 21 jewel model features a round petite dial within a marquise shaped faceted crystal. All yellow case. Elegant J-B adjustable expansion bracelet with safety chain.
7889W4950 **Retail $82.50**
Patriot Abby "W" "21"—Same as above in White
7890W4950 **Retail $82.50**

Patriot Space Climber — Self-winding model precision crafted to attain the heights of accurate timekeeping. 17 jewel movement, yellow top, stainless steel back. Guaranteed waterproof*. Modern dial with luminous hands and sweep second. Matching adjustable expansion band
7891W4490 **Retail $72.50**

Patriot Elise "21"—Petite and beautiful 21 jewel model features 10K Yellow Gold-filled florentine finished case and faceted crystal. Elegant flexible adjustable bracelet with safety chain.
7894W4690 **Retail $77.50**
Patriot Elise "W" "21"—Same as above in white
7895W4690— **Retail $77.50**

Traditional Quality from the House of Bennett

BENRUS

PATRIOT

EVERY BENRUS IS UNCONDITIONALLY GUARANTEED FOR 3 FULL YEARS.

The mark of supreme craftsmanship is symbolized in the Patriot ribbon. Patriot Watches feature the most distinctive styling for modern men and women. Every precision Benrus movement is shock-absorbent, anti-magnetic with an unbreakable mainspring. Each carries the unique Benrus unconditional 3 year guarantee of quality

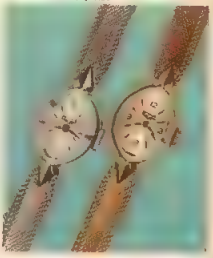
Every Benrus watch movement must perform properly for 3 full years or Benrus will repair or replace it fast . . . and FREE!

Patriot Nanette "21"—Exquisite 21 jewel creation features a faceted crystal 10K yellow rolled gold plate top, Stainless Steel back tapered adjustable expansion bracelet with safety chain
7896W3690 Retail $62.50
Patriot Nanette "W" "21"—Same as above in white.
7897W3690 Retail $62.50

Patriot Garth "25"—Dynamic and handsome 25 jewel model in all yellow case Simple modern dial Self-winding guaranteed waterproof* Luminous hands with sweep second Shock absorbing movement, unbreakable mainspring. Matching J-B adjustable expansion band.
7898W3790 Retail $97.50

Patriot Golden Paula—Exciting 17 jewel model features a 14K Yellow Gold case. Easy to read dial Elegant adjustable bracelet with safety chain.
7899W4050 Retail $67.50
Patriot Golden Paula "W"—Same as above in white.
7900W4050 Retail $67.50

Patriot Lady Nadine—Fashionable 17 jewel creation with 14K Yellow Gold sculptured case Flexible adjustable mesh gold filled bracelet with safety chain
7901W5990 Retail $100.00
Patriot Lady Nadine "A"—Same as above in 14K White Gold.
7902W5990 Retail $100.00



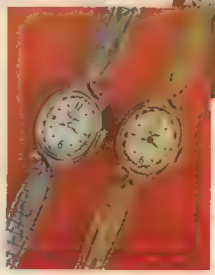
Every Benrus watch comes beautifully gift boxed.

Patriot Sky Apollo—Handsome 17 jewel self-winding model Yellow top, Stainless Steel back, guaranteed waterproof*. Luminous hands with sweep second Shock absorbing movement, unbreakable main spring Matching adjustable expansion band.
7903W4490 Retail $75.00
Patriot Sky Apollo "Z"—Same as above with black dial.
7904W4490 Retail $75.00

Patriot Golden Daria "21"—Graceful creation with quality 21 jewel movement 14K Yellow Gold case in Florentine finish. Matching bracelet
7905W5690 Retail $95.00
Patriot Golden Daria "A" "21" Same as above in white
7906W5690 Retail $95.00

Patriot Lady Terry "21"—Stunningly designed 21 jewel watch for the glamorous lady. All yellow case with faceted crystal. Tapered Kreisler adjustable expansion bracelet
7911W4790 Retail $79.95
Patriot Lady Terry "W" "21" Same as above in white.
7912W4790 Retail $79.95

Patriot Lady Judy "21"—Enchanting 21 jewel model features gleaming all yellow case Simple and graceful is this creation with matching flexible bracelet with adjustable links and safety chain
7913W4250 Retail $68.95
Patriot Lady Judy "W" "21"—Same as above in white
7914W4250 Retail $68.95



Patriot Lady Ginger—Modern oval styled 17 jewel creation in smart sculptured case. 10K Yellow rolled Gold plate top, Stainless Steel back. New style tapered, adjustable bracelet with safety chain adds charm and elegance.
7909W3750 Retail $65.00
Patriot Lady Ginger "W"—Same as above in White
7910W3750 Retail $65.00

* If case, crystal, and crown remain intact

Patriot Lady Greta—Charm and elegance in this breathtaking creation Quality 17 jewel movement 14K Yellow Gold oval case. Shock absorbing movement, unbreakable mainspring Flexible adjustable mesh gold-filled bracelet with safety chain enhances this lovely watch
7907W5990 Retail $100.00
Patriot Lady Greta "A"—Same as above in 14K White Gold.
7908W5990 Retail $100.00

BENRUS

FINE WATCH OF GUARANTEED ACCURACY

Every Benrus quality watch movement has 17 or more jewels. 17 or more points of protection, and bears the unequalled Benrus Unconditional 3 Year Guarantee. In fact—you can count on a whole lifetime of faithful service. Every Benrus is just that fine a watch.

PATRIOT

Every Benrus watch movement must perform properly for 3 full years or Benrus will repair or replace it fast . . . and FREE!

BENRUS UNCONDITIONALLY 3 YEARS GUARANTEED

Patriot Theresa — Small enough to fit through a wedding band. 17 jewels faceted crystal. Yellow top with stainless steel back Matching adjustable expansion bracelet
7915W3690 Retail $62.50
Patriot Theresa "W" — Same as above in white
7916W3690 Retail $62.50

Patriot Lady Iris — Exciting 7 jewel creation features sector dial highlighted by sparkling faceted crystal Yellow top with stainless steel back Elegant flexible adjustable bracelet with safety chain
7917W3550 Retail $59.95
Patriot Lady Iris "W" Same as above in white
7918W3550 Retail $59.95

Patriot Lady Julia—17 jewel model featuring florentine finish dial Yellow top with stainless steel back Faceted crystal Attractive adjustable florentine finish bracelet with safety chain.
7919W4350 Retail $72.50
Patriot Lady Julia "W"—Same as above in white
7920W4350 Retail $72.50

The retail prices used in this catalog are either those as supplied to us by the manufacturer or those we ourselves have determined as a fair and normal retail price.

Every Benrus watch comes beautifully gift boxed.

Patriot Lady Margo 21 —Delicately styled 21 jewel creation Yellow top with stainless steel back. Matching adjustable expansion bracelet accents the beauty
7921W3590 Retail $59.95
Patriot Lady Margo "W" "21"—Same as above in white
7922W3590 Retail $59.95

Patriot Lady Grace—Ultra smart 17 jewel oval creation with full figure dial Case beautifully crafted in fluted design Yellow top, stainless steel back. Matching adjustable expansion bracelet
7923W3890 Retail $47.50
Patriot Lady Grace "W"—Same as above in white.
7924W3890 Retail $47.50

Patriot Lord Gary — Modern masculine case with 17 jewel shock-absorbing movement, unbreakable mainspring. Easy to read dial. Attractive adjustable expansion band.
7925W3050 Retail $52.50

Patriot Rick—Bold, contemporary styling to please any man 17 jewels. Superbly-fashioned yellow top, stainless steel back case. Shock absorbing movement, unbreakable mainspring Matching adjustable expansion band
7926W3290 Retail $55.00

Patriot Lord Valiant Square, smart and modern This handsome 17 jewel model features brilliant gold color markers and sweep second hand. Yellow top, stainless steel back Adjustable expansion band
7927W3575 Retail $59.95

Patriot Lord Valiant "Z" Same features as model Patriot Lord Valiant, black dial
7928W3575 Retail $59.95

Retail Prices Are Suggested Only And May Vary In Different Trading Areas

BENRUS

PATRIOT

Precious Diamond Watches

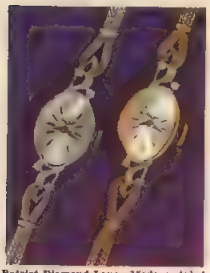
The brilliance, the fire, the everlasting beauty of genuine diamonds enhance the traditional quality of these beautiful watches by BENRUS. No other gift means so much.

Patriot Diamond Vanessa—Captivating style and superior workmanship in 14K White Gold case with 4 sparkling Diamonds. Quality 17 jewel movement. Attractive mesh cord.
7929W7950 **Retail $132.50**

Patriot Diamond Vanessa "G"—Same as above in yellow
7930W7950 **Retail $132.50**

Patriot Diamond Gregg "Z" "39"—Handsome Guaranteed Waterproof* watch in all stainless steel case. 6 Diamonds, 39 jewels, self winding. Rich charcoal dial with sweep second hand. Matching adjustable expansion band
7931W8800 **Retail $146.95**

* If case, crystal and crown remain intact

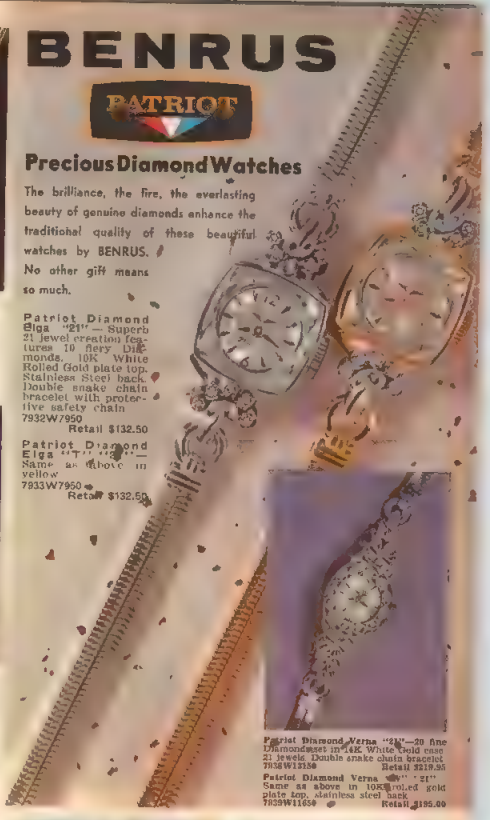


Patriot Diamond Lana—Modern styled creation with florentined design. Fine 17 jewel movement. 14K White Gold case with 4 fiery Diamonds. Mesh cord attachment.
7934W7970 **Retail $125.00**

Patriot Diamond Lana "G"—Same as above in yellow
7935W7970 **Retail $125.00**

Patriot Diamond Tracy. Elegant design in lustrous 14K White Gold containing 2 fine Diamonds. Quality 17 jewel movement. Attractive mesh cord attachment with safety chain
7936W6750 **Retail $112.50**

Patriot Diamond Tracy "G"—Same as above in yellow
7937W6750 **Retail $112.50**



Patriot Diamond Elga "T" "39"—Superb 21 jewel creation features 10 fiery Diamonds. 10K White Rolled Gold plate top. Stainless Steel back. Double snake chain bracelet with protective safety chain
7932W7950
Retail $132.50

Patriot Diamond Elga "T" "39"—Same as above in yellow
7933W7950
Retail $132.50

Patriot Diamond Verna "2W"—20 fine Diamondset in 14K White Gold case 21 jewels. Double snake chain bracelet
7938W11650 **Retail $219.95**

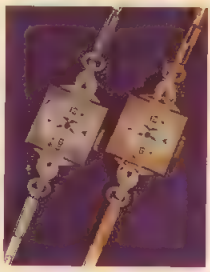
Patriot Diamond Verna "W" "27"—Same as above in 10K Rolled gold plate top. Stainless steel back
7939W11650 **Retail $195.00**

Patriot Diamond Alyssa — New tailored look in 17 jewel model with 3 Diamonds. 10K White Rolled Gold plate top, Stainless Steel back. Modern dial. Matching expansion bracelet.
7940W3750 **Retail $62.50**

Patriot Diamond Alyssa "T"—Same as above in yellow.
7941W3750 **Retail $62.50**

Patriot Diamond Tina—2 fine Diamonds accent the beauty of this model. 10K White Rolled Gold plate bezel, Stainless Steel back. Attractive mesh cord. 17 jewels.
7942W4790 **Retail $79.95**

Patriot Diamond Tina "T"—Same as above in yellow.
7943W4790 **Retail $79.95**



Patriot Diamond Trudy—Beautifully designed model with 2 Diamonds. 17 jewel movement. 10K White Rolled Gold plate bezel. Stainless Steel back. Matching expansion bracelet
7944W4490 **Retail $75.00**

Patriot Diamond Trudy "T"—Same as above in yellow
7945W4490 **Retail $75.00**

Patriot Diamond Meta "21"—Petite marquise shaped creation features faceted crystal. 2 Diamonds in 10K White Rolled Gold plate top, Stainless Steel back. 21 jewels. Adjustable expansion band.
7946W5490 **Retail $89.95**

Patriot Diamond Meta "T" "21"—Same as above in yellow
7947W5490 **Retail $89.95**

BENRUS

UNCONDITIONALLY GUARANTEED FOR 3 FULL YEARS

Patriot Sky Zeus—Rugged 17 jewel self-winding creation. Radiant dial with sculptured markers. Calendar model gives time and date automatically. Yellow top. Stainless Steel back. Luminous hands with sweep second. Guaranteed waterproof* Shock absorbing movement, anti-magnetic, unbreakable mainspring. Matching adjustable expansion band.
7948W5250 **Retail $87.50**

Patriot Sky Zeus "X"—Same as above in white.
7949W4950 **Retail $82.50**

PATRIOT

Your guarantee of assured quality is the Benrus 3 Year Unconditional Guarantee. Your Benrus movement must perform properly for 3 full years or Benrus will repair it fast and free.*

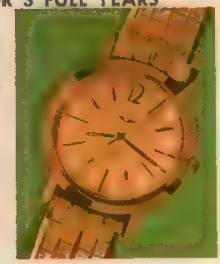
*Guarantee valid only if filled out and sent to Benrus

BENRUS UNCONDITIONALLY 3 YEARS GUARANTEED

Pat. Sky Duke "25"—Magnificent 25 jewel self-winding model features brilliant sunburst dial. Guaranteed waterproof*. Gleaming yellow top, Stainless Steel back. Unbreakable mainspring, shock absorbing movement, anti-magnetic. Handsome Kreisler adjustable expansion band
7950W5390 **Retail $89.95**

Patriot Sky Duke "X" "25"—Same as above in white.
7951W5175 **Retail $87.50**

◀ **Patriot Sky Titan "X"**—Modern 17 jewel self-winding model is smartly styled. Handsome dial features faceted markers and luminous hands with sweep second. Convenient and accurate, gives time and date automatically. All Stainless Steel case. Shock absorbing movement, unbreakable mainspring, anti magnetic. Handsome J-B adjustable expansion band
7954W4950 **Retail $82.5**



Patriot Sky Rainbow "T" "39"—Brilliant watch with all yellow case and striking gold color dial. 29 jewel self-winding movement. All yellow case, guaranteed waterproof* Luminous hands and sweep second. Shock absorbing movement, unbreakable mainspring, anti-magnetic. Harmonizing adjustable expansion band
7952W5990 **Retail $100.00**

Patriot Sky Rainbow "39"—Same as above with white dial.
7953W5990 **Retail $100.00**

Patriot Calendar Doyle Handsome 17 jewel self-winding model. Rich sculptured numerals and luminous hands with sweep second are featured. All yellow case, calendar feature, guaranteed waterproof* Shock absorbing movement, unbreakable mainspring, anti-magnetic. Matching J B adjustable center expansion band
7956W4950 **Retail $93.00**

Patriot Sky Hermes "25"—The ultimate in automatic timekeeping. 25 jewels, self-winding calendar feature, guaranteed waterproof* Yellow top, stainless steel back. Luminous hands with sweep second. Matching adjustable center expansion band
7958W5890 **Retail $100.00**

Patriot Sky Hermes "X" "25"—Same as above in stainless steel
7959W5175 **Retail $90.00**

Patriot Sky Dart—Impeccably designed 17 jewel model with quality self-winding movement. Perfectly styled for dress or business wear. Yellow top, Stainless Steel back. Luminous hands with sweep second hand. Guaranteed waterproof* Shock absorbing movement, unbreakable mainspring, anti magnetic. Matching adjustable expansion band.
7958W4890 **Retail $82.50**

Patriot Sky Dart "T"—A brilliant modern interpretation with precision 17 jewel self-winding movement. The fine markings on the dial add to the beauty of the design. Yellow top. Stainless steel back. Guaranteed waterproof* Luminous hands with sweep second hand. Matching adjustable expansion band
7959W4890 **Retail $82.50**

*If case, crystal, and crown remain intact.

Patriot Sky Emperor "25"—Modern radiant dial watch encircled by minute track. Fine 25 jewel self winding movement. All yellow case guaranteed waterproof* Luminous hands with sweep second. Unbreakable mainspring, anti magnetic. Matching expansion band
7960W5490 **Retail $92.50**

Patriot Sky Emperor "Z" "25"—Same as above with black dial.
7961W5490 **Retail $92.50**

Patriot Space Voyage "X"—Sleek 17 jewel creation features a fine self winding movement. All Stainless Steel case, guaranteed waterproof* Handsome dial has luminous hands and sweep second. Shock absorbing movement, anti-magnetic, unbreakable mainspring. Neat adjustable expansion band
7962W4690 **Retail $75.00**

Stars of Paris

TRADEMARK

17 JEWEL FASHION WATCHES

WALTHAM

An international product by Waltham of Chicago

Lifetime Guaranteed

*on all movement parts against breakage; postage, insurance and handling charge $1.00

SHOCK RESISTANT · UNBREAKABLE MAINSPRING

Bergere: "Hunting case" pendant watch. All yellow case and lid. Black and gilt antique dial with roman numerals. Matching neck chain. 17 jewel movement.
545A2140 ..... Retail $41.50

Verona: White rhodium plated case with rhinestones circling white dial. Matching chain. 17 jewels.
416A2495 .. .... Retail $48.50

Verona B: As above, blue dial.
415A2495 . . . . Retail $48.50

A Aurora: Ladies' all-yellow mesh bracelet watch. Tapered styling. Florentined clasp. 17 jewels.
412A2650 .... Retail $51.50

B Monsieur Y: Man's continentally-sized one-piece bracelet watch. All yellow florentined case. 17 jewels.
534A3040 Retail $59.00

Monsieur W: As above, all white.
535A3040 Retail $59.00

C Richesse: Artfully crafted with 233 dazzling rhinestones. All white rhodium-plated case and bracelet. 17 jewel movement.
413A4750 Retail $64.50

D Gendarme Y: Man's identification watch with masculine chain link bracelet. Yellow with steel back. 17 jewel movement.
536A2180 .. .. .Retail $42.50

Gendarme W: Same as above with all white case, steel back.
537A2180 ..... Retail $42.50

E Chevalier Y: Man's handsome chain link watch. Florentined yellow top case with steel back. 17 jewel movement.
538A2940 . ... .Retail $57.00

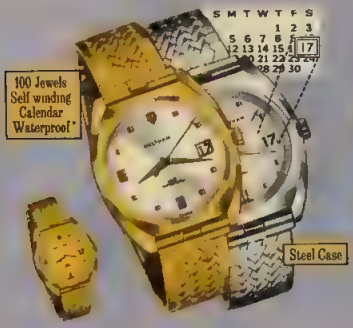
Chevalier W: Same as above with white case and steel back.
539A2940 .... Retail $57.00

Cleopatra: Well-named for its asp-like design. All-yellow, flexible bracelet watch with fancy engraved details. 17 jewels.
417A3075 .. Retail $59.50

Comtiie: Filigree bangle watch in Victorian tradition. All yellow with blue and gilt antique dial, roman numerals. 17 jewels.
418A2850 ...Retail $55.00

Biarritz: All-yellow wide mesh bracelet watch with fancy scroll work. Roman numeral dial. Adjustable. 17 jewels.
428A3075 . Retail $59.50

Seville: Contemporary off-center styling in all yellow pendant and matching chain. Roman numeral dial. 17 jewels.
429A2200 ..... Retail $42.75



Autochron Waltham Y- 100 jewel Swiss movement winds automatically and tells the date Waterproof* all yellow case 10K gold-filled expansion band White dial has luminous hands and dots, sweep second hand. Shock-resistant, unbreakable mainspring
431A6950 Retail $134.00

Autochron Waltham W: As above with all-steel case.
438A6500 Retail $126.00

Autochron Waltham YC: Same as above with all-yellow case and champagne colored dial.
411A6950 Retail $134 00

Lady Waltham Y: Exciting styling, finest features! 23 jewel movement in petite 14K yellow gold case 10K gold-filled wide bracelet. Shock-resistant, unbreakable mainspring
439A4295 Retail $83.50

Lady Waltham W: Same as above in white.
441A4295 Retail $83.50

Sea Crest YC: Fine 17 jewel self-winding movement Waterproof* yellow top case, steel back 10K gold-filled expansion band, Champagne dial has luminous hands, hour dots; sweep second hand. Shock-resistant; unbreakable mainspring.
451A2750 Retail $53.50

Sea Crest W: Same as above in white, white dial.
454A2575 Retail $50.00

Sea Crest Y: Same as above in yellow, white dial
453A2750 Retail $53.50

LIFETIME GUARANTEE
On all movement parts against breakage
Postage Insurance and Handling Charge $1.00

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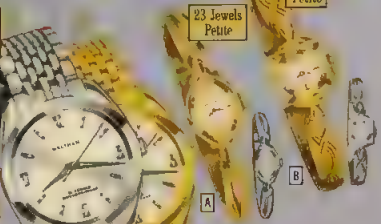


Auto-Cal Richard Y: 17 jewel self-winding, calendar Waterproof* yellow top case, steel back Expansion band Luminous, sweep second hand Shock-resistant, unbreakable mainspring
455A2995 Reta $58 00

Auto-Cal Richard W Same as above in white with steel back
460A2795 Reta. $54 00

Sir Brentwood Y: 17 jewel Swiss movement. Yellow top case, steel back 10K gold-filled expansion band Small second hand Shock resistant, unbreakable mainspring
456A2795 Reta $54 00

Sir Brentwood YB Same as above with contrasting black dial
457A2795 Reta $54.00

Ocean Count "21" W: 21 jewel dependability! Waterproof* all-steel case and expansion band Luminous, sweep second hand Shock-resistant, unbreakable mainspring
461A2295 Reta. $44 50

Ocean Count "21" Y- Same as above in yellow with steel back
476A2450 Retail $47.50

A Lady Elsa "23" Y: Fine 23 jewel movement in petite yellow top case, steel back. 10K gold-filled wide bracelet. Shock-resistant, unbreakable mainspring.
478A3595 Retail $69 75

Lady Elsa "23" W: Same as above in white, steel back.
479A3595 Retail $69.75

B Eva Y: Petite dress watch 17 jewel Swiss movement in florentined yellow top case with steel back Faceted crystal 10K gold filled wide bracelet Shock resistant, unbreakable mainspring
480A3125 Reta $60 75

Eva W: White, steel back
547A3125 Retail $60.75

*Guaranteed waterproof as long as case, crown, crystal remain intact

Autochron Explorer "41" W: 41 jewel Swiss movement winds itself as it tells the date. Waterproof* stainless steel case and expansion band. Luminous hands, dots, sweep second hand. Shock-resistant; unbreakable mainspring.
643A5950. . . . . Retail $110.00

Autochron Explorer "41" Y: As above in yellow with steel back
645A6650 Retail $125.00

Sea Spartan W: 17 jewel Swiss movement in waterproof* white top case with steel back. Expansion band. Modern dial features luminous hands and hour dots, sweep second hand. Shock-resistant, unbreakable mainspring.
516A2075 Retail $39.50

Sea Spartan Y: Same as above in yellow with steel back.
517A2295 Retail $44.50

Automatic Voyager "21" Y: 21 jewel movement winds itself automatically. Waterproof* yellow top case with steel back. Luminous hands and hour dots, sweep second hand. Shock-resistant, unbreakable mainspring.
518A3050 . . . . . Retail $59.00

Automatic Voyager W: Same as above, all stainless steel case.
519A2795. . . . . Retail $54.00

Roselyn Y: Fashionably designed yellow top case with steel back. Faceted crystal styling. 10K gold-filled expansion bracelet. Fine quality 17 jewel Swiss movement. Shock-resistant, unbreakable mainspring.
648A2075. . . . . Retail $39.50

Roselyn W: Same as above in white with steel back
649A2075. . . . . Retail $39.50

WALTHAM®

An international product by Waltham of Chicago

Exciting, imaginative styling! Bright, new octagon shapes, special dial effects, ultra-thin men's watch, faceted crystal styling on ladies' watches. A brilliant selection of all-new 1967 styles, quality-crafted by Waltham for greater dependability.

LIFETIME GUARANTEE
on all movement parts against breakage
Postage, Insurance and Handling Charge $1.00

Sir Duke Y: Handsome example of modern styling. Yellow top case with steel back. Expansion band. Small second hand. 17 jewel Swiss movement: shock-resistant; unbreakable mainspring.
505A2575. . . . . Retail $50.00

Sir Duke YC: Same as above in yellow with champagne dial.
504A2575. . . . Retail $50.00

Star Libby W: 2 du-cut diamonds sparkle in white top case, steel back. Faceted crystal styling. Matching wide bracelet. 17 jewel Swiss movement is shock resistant; has unbreakable mainspring.
650A2695 Retail $52.00

Star Libby Y: Same as above in yellow with steel back.
651A2695. . . . . Retail $52.00

Lady Madge Y: Dependable 21 jewel movement in florentined yellow top case with steel back. Faceted crystal styling. Matching wide bracelet. Shock-resistant; unbreakable mainspring.
657A2575 . . . . . Retail $50.00

Lady Madge W: Same as above in white with steel back
658A2575. . . . . Retail $50.00

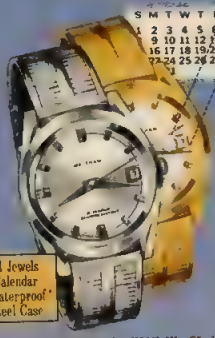
Miss Future Y: 17 jewel Swiss movement in petite yellow top case with steel back. Faceted crystal styling. 10K gold-filled wide bracelet is adjustable. Shock-resistant, unbreakable mainspring
661A3475. Retail $67.50

Miss Future W: Same as above in white with steel back.
662A3475. . . . . Retail $67.50

*Guaranteed waterproof as long as case, crown, crystal intact

Lady Marie "21" Y: 21 jewels. Florentine accented yellow top case with steel back. Matching wide bracelet. Shock-resistant; unbreakable mainspring.
565A2645 Retail $51.00

Lady Marie "21" W: Same as above in white with steel back.
566A2645 ..Retail $51.00



Lady Ida "21" Y 21 jewels. Octagon-shaped yellow top case with steel back. Faceted crystal. Matching wide bracelet. Shock-resistant; unbreakable mainspring.
408A2550 ..Retail $49.50

Lady Ida "21" W: Same as above in white with steel back.
409A2550 Retail $49 50

Calendar Riptide "21" W: 21 jewel calendar watch tells the date at a glance. Waterproof* all stainless steel case with steel expansion band. Modern stick figure dial features luminous hands and hour dots; sweep second hand. Shock-resistant; unbreakable mainspring
559A2695.....Retail $52.00

Calendar Riptide "21" Y: Same as above in yellow with steel back.
560A2695.....Retail $56.00

Sharon Y: Classic yellow top case with steel back. Matching 10K gold-filled expansion bracelet. 17 jewel Swiss or U S V I movement shock-resistant; unbreakable mainspring.
670A2075 . Retail $39 50

Sharon W: Same as above in white with steel back
671A2075 Retail $39 50

A Diamond Marcia W: 2 diamonds. 21 jewel movement in white top case with steel back. Faceted crystal. Matching wide bracelet. Shock-resistant; unbreakable mainspring.
561A3150 ..... Retail $61.00

Diamond Marcia Y: As above in yellow, steel back.
562A3150 ..... Retail $61.00

B Star Cathy W: 2 du-cut diamonds in white top case, steel back. 10K gold-filled expansion bracelet 17 jewel Swiss or U.S.V.I. movement; shock-resistant; unbreakable mainspring.
563A2575 ..... Retail $49.75

Star Cathy Y: As above in yellow, steel back.
564A2575 ..... Retail $49.75

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on all movement parts against breakage, postage assurance handling charge $1 00

Betsy Y: Oval styled yellow top case with steel back. Faceted crystal. 10K gold-filled expansion bracelet. 17 jewel Swiss or U.S.V.I. movement is shock-resistant, has unbreakable mainspring
567A2075 Retail $39.50

Betsy W: Same as above in white with steel back
568A2075 Retail $39.50

Miss Sonata Y: Petite, tear-drop shaped yellow top case with steel back. Faceted crystal Wide bracelet 17 jewel Swiss or U.S.V.I. movement is shock-resistant, has unbreakable mainspring
574A2795 Retail $54.00

Miss Sonata W Same as above in white, steel back.
575A2795 Retail $54.00

Vanessa Y: Petite, yellow top case with steel back. Faceted crystal. 10K gold-filled expansion bracelet 17 jewel Swiss or U.S.V.I. movement shock-resistant, unbreakable mainspring.
615A2645 Retail $51.00

Vanessa W Same as above in white, steel back.
614A2645 Retail $51 00

Golden Elegance Y: 14K yellow gold case. Faceted crystal styling 10K gold-filled expansion bracelet. 17 jewel Swiss or U. S. Guam movement is shock-resistant and has an unbreakable mainspring.
472A2575 .Retail $49.75

Golden Elegance W: Same as above in white.
471A2575 Retail $49.75

Golden Darlene Y: Round 14K yellow gold case. Faceted crystal styling. Matching wide fashion bracelet. 17 jewel Swiss or U. S. Guam movement; shock-resistant, unbreakable mainspring
576A2795 Retail $54.00

Golden Darlene W: Same as above in white.
577A2795 Retail $54.00

*Guaranteed waterproof as long as case, crown, crystal remain intact

Lodgemaster: A fine quality watch with his authentic fraternal emblem printed permanently on the dial in full color 17 jewel self-winding Swiss movement. Choice of yellow top case with steel back or all stainless steel case both waterproof* Adjustable band with buckle Luminous hands and hour dots, sweep second hand. Shock-resistant; unbreakable mainspring.

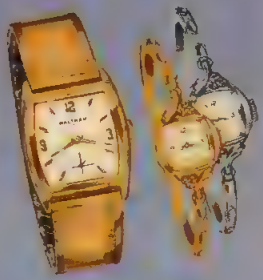
598A4095	Masonic, Steel Case	Retail $79.50
599A4250	Masonic, Yellow	Retail $82.50
604A4095	Shrine, Steel Case	Retail $79.50
605A4250	Shrine, Yellow	Retail $82.50
610A4095	Elks, Steel Case	Retail $79.50
611A4250	Elks, Yellow	Retail $82.50
616A4095	Knights of Columbus, Steel Case	Retail $79.50
617A4250	Knights of Columbus, Yellow	Retail $82.50
618A4095	Knights Templar, Steel Case	Retail $79.50
619A4250	Knights Templar, Yellow	Retail $82.50

Auto Date-Cal W. 17 jewel Swiss movement winds itself, tells day and date. Waterproof* white top case, steel back. Expansion band. Luminous, sweep second hand. Shock-resistant; unbreakable mainspring.
502A4450 ..... Retail $86.50

Auto Date-Cal Y: As above, yellow.
503A4650 . . Retail $94.00

Date-Cal Sport Y: 17 jewel Swiss movement tells day and date. Waterproof* yellow top case, steel back. 10K g.f. expansion band. Luminous; sweep second. Shock-resistant; unbreakable mainspring.
620A3250. . . . Retail $63.00

Date-Cal Sport W: Same as above in white with steel back.
621A3050 ..... Retail $59.00



Sir Stonewall Y: Florentined yellow top case, steel back. Expansion band Small second hand. 17 jewel movement: shock-resistant; unbreakable mainspring.
622A2095 Retail $40.50

Phyllis Y. Stylish yellow top case with steel back. 10K gold-filled expansion bracelet. 17 jewel Swiss movement. Shock-resistant, unbreakable mainspring.
623A2150 . Retail $41.75

Phyllis W: Same as above in white.
626A2150 . Retail $41.75

WALTHAM®

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LIFETIME GUARANTEE
on all movement parts against breakage
Postage Insurance and Handling Charge $1.00

Skin Diver: More features, newer styling! Guaranteed waterproof* to depths of over 300 ft. Automatically indicates elapsed time. All stainless steel case. Fine 17 jewel Swiss movement winds itself and even tells the date—all with the motion of your wrist. Charcoal gray dial has luminous hands and hour dots; sweep second hand. Flexible plastic strap. Shock-resistant with a guaranteed unbreakable mainspring
627A6395 . . . . . Retail $124.00

Golden Jupiter Y: 21 jewel movement in a solid 14K yellow gold case with florentine accent. 10K gold-filled mesh band. Small second hand. Shock-resistant; unbreakable mainspring.
402A4995 . . . Retail $96.75

Golden Jupiter W: Same as above in 14K white gold.
403A4995. . . . Retail $96.75

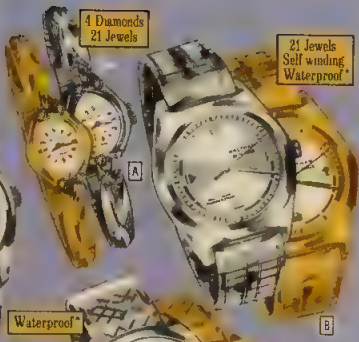
Ocean Dart "21" W: 21 jewel dependability. Waterproof* all-stainless steel case and expansion band. Luminous hands, hour dots; sweep second hand Shock-resistant; unbreakable mainspring.
634A2325 . . . . Retail $45.00

Ocean Dart "21" Y: Same as above in yellow with steel back.
635A2465 . . . . Retail $47.75

Sea Capsule W: Good-looking sports watch! Waterproof* white top case with steel back. Expansion band. Full numeral dial has luminous hands and hour dots, sweep second hand. 17 jewel Swiss or U.S.V.I. movement is shock-resistant, has unbreakable mainspring.
638A2075 . . . . Retail $39.50

Sea Capsule Y: Same as above in yellow with steel back.
639A2275 . . . . . Retail $44.00

*Guaranteed waterproof as long as case, crown, crystal remain intact



A Diamond Evelyn Y: 4 diamonds. Yellow top case, steel back. 21 jewel movement. 10K gold-filled wide bracelet Shock-resistant; unbreakable mainspring
551A3595 . . Retail $69.75

Diamond Evelyn W: Same as above in white.
550A3595 Retail $69.75

B Auto. Crescent "21" W: 21 jewel self-winding movement in waterproof* all steel case Steel expansion band. Luminous hands and hour dots, sweep second hand. Shock-resistant; unbreakable mainspring.
552A2750 . Retail $53 50

Auto. Crescent "21" Y: As above in yellow, steel back
553A2995 . Retail $58.00

Calendar Buccaneer Y: Tells the date at a glance! Waterproof* yellow top case with steel back. Matching expansion band. Luminous hands and hour dots; sweep second hand. Fine quality 17 jewel Swiss or U. S. Guam movement is shock-resistant and has unbreakable mainspring
549A2395 . . . . . Retail $46.50

Calendar Buccaneer W: Same as above in white with steel back.
548A2195 Retail $42.50

C Sea Alden W: Waterproof* sports watch. 17 jewel Swiss movement in white top case with steel back. Steel expansion band. Luminous hands, dots; sweep second hand. Shock-resistant; unbreakable mainspring.
468A2045. . . Retail $39.50

Sea Alden Y: Same as above in yellow with steel back.
522A2245. . . Retail $43.50

Sea Alden WB: Same as above in white, black dial.
554A2045. Retail $39.50

WALTHAM®

An international product by Waltham of Chicago

Sea Mate W: Boy's waterproof* watch. White top case, steel back. Steel expansion band. Luminous; sweep second hand. 7 jewel Swiss movement; Shock-resistant, unbreakable mainspring.
675A1435 . . . . . Retail $27.75

Sea Mate WB. Same as above with black 24-hour dial.
555A1435 . . . . . Retail $27.75

Miss Fiesta Y: Simply styled yellow top case with steel back. Matching 10K gold-filled expansion bracelet 7 jewel Swiss movement is shock resistant, has an unbreakable mainspring.
470A1735 . . . Retail $33 50

Miss Fiesta W: Same as above in white with steel back
469A1735 . . . . . Retail $33.50

Sea Ace Y: Man's waterproof* sports watch Yellow top case with steel back. Expansion band. White dial has luminous hands and hour dots; sweep second hand. 7 jewel Swiss movement; shock-resistant; unbreakable mainspring
558A1775 . . . . Retail $34.50

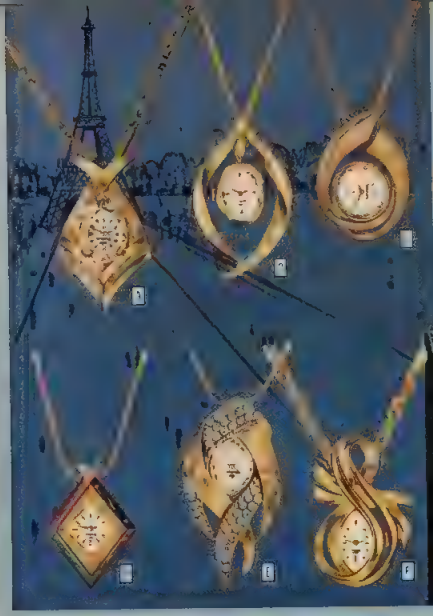
Sea Ace WB: White, black dial
556A1575. . . . . Retail $30 50

Sea Ace W: White, white dial.
557A1575 . . . . . Retail $30.50

Transportation Y Traditional pocket watch. 17 jewel Swiss movement in solid 10K yellow gold top case with yellow rolled gold plate back Leather fob. Shock-resistant; unbreakable mainspring
590A3325 . . . . . Retail $64.50

Transportation W: As above, chrome-plated top, steel back
591A2575 . Retail $50 00

*Guaranteed waterproof as long as case, crown, crystal remain intact



Stars of Paris

TRADEMARK

17 JEWEL FASHION WATCHES

WALTHAM®

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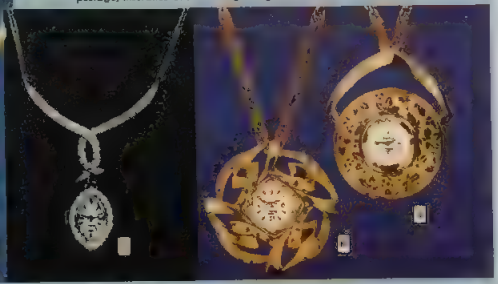
Lifetime Guaranteed

*on all movement parts against breakage, postage, insurance and handling charge $1.00



A Rosette: Antique styling. All yellow case, matching chain. Alternating polished and florentined finish. 17 jewels.
672A2345 ..... Retail $45.50

B Wanda: Modern design. Alternating polish and florentine finish. All yellow case, matching chain. 17 jewels.
673A2200..... Retail $42.75

C Tangier: Graceful spiral styling in florentined all-yellow case with matching chain. 17 jewel movement.
523A2070..... Retail $40.00

D Capri: Yellow florentined bezel contrasts with four-color enameled trim. Yellow back and matching chain. 17 jewel movement.
674A2200..... Retail $42.75

E Brilliante: 39 two-toned rhinestones glisten elegantly in all yellow florentined case with matching chain. 17 jewel movement.
532A2540 ..... Retail $49.50

F Monaco: Glamorous Victorian flair in all-yellow case with matching link chain. 17 jewel movement.
663A2200 ..... Retail $42.75

G Lily: High fashion styling! All-white, rhodium-plated case with rhinestones. Matching chain. 17 jewel movement.
664A3150 ..... Retail $61.00

H Beatrix. Intricate floral design refined by florentine and polished accents. All yellow case, matching chain. 17 jewels.
404A2200 ..... Retail $42.75

J Pierrette: Brocade design exquisitely wrought in all yellow case with matching chain. 17 jewel movement.
405A2200..... Retail $42.75

K Lolita: Youthful, modern, wonderfully abstract styling! All yellow florentined case with matching chain. 17 jewel movement.
406A2200 ..... Retail $42.75

L Chanteuse Y: Popular spiral design. All yellow florentined case with matching chain. 17 jewel movement.
511A2070..... Retail $40.00

Chanteuse W: Same as above in all-white rhodium plated case.
546A2070 ..... Retail $40.00

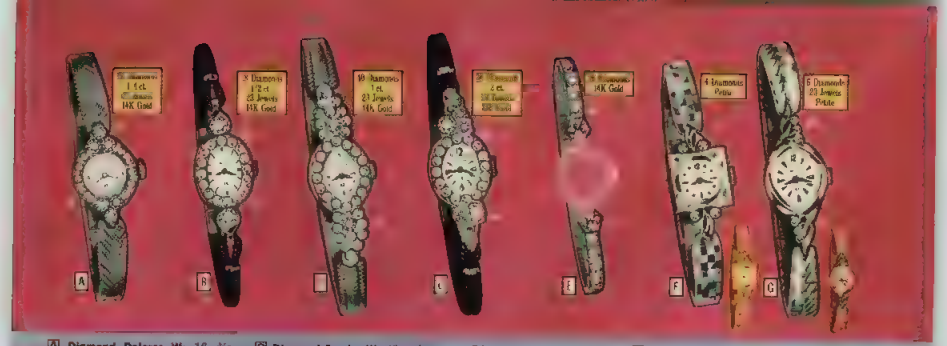
M Eclat Y: Pear-shaped all-yellow case with contrasting florentine and engraved accents, set with 18 rhinestones. Matching chain. 17 jewel movement
526A2140 ..... Retail $41.50

Eclat W: Same as above in all-white rhodium plated case
527A2140 ..... Retail $41 50

N Daphne: Ultra-modern sunburst styling. All-yellow polished facet case. Wear it as a pendant with matching chain, or slip on decorative leather strap (included) and it converts into a fashionable wrist watch. 17 jewels.
430A2345 ..... Retail $45.50

P Concerto: Exciting baroque styling! Fancy filigree all-yellow case with antique gilt dial. Matching mesh chain. 17 jewel movement
407A2700 Retail $52.50

R La Comtesse: Exquisite bracelet watch is epitome of high fashion. All yellow case and one piece bracelet. Rich florentine finish. 17 jewels.
533A2500 ..... Retail $48.50



A Diamond Dolores W: 16 diamonds (total wt. ¼ ct.) in petite 14K white gold case. 23 jewel movement. 10K gold-filled wide mesh bracelet. Shock-resistant; unbreakable mainspring.
452A14500 . . . Retail $281.00

B Diamond Beverly W: 18 diamonds (total weight ½ ct.) in petite 14K white gold case. 23 jewel movement. Silk cord, safety clasp. Shock-resistant, has unbreakable mainspring.
491A19500 Retail $378.00

C Diamond Sandra W: 40 radiant diamonds (total weight 1 ct. in petite solid 14K white gold case. 23 jewel movement. 10K gold-filled wide bracelet. Shock-resistant, unbreakable mainspring.
492A34500 Retail $669.00

D Diamond Carmel W: 28 diamonds (total weight 2 ct.) gleam brilliantly in petite 14K white gold case. 23 jewel movement. Silk cord, safety chain. Shock-resistant, unbreakable mainspring.
578A72500 Retail $1400.00

Diamond Bracelet Adds Final Touch of Luxury

E Diamond bracelet: 38 radiant diamonds sparkle elegantly in this solid 14K white gold bracelet of high fashion loveliness. Fits four watches at left. Safety chain for added security.

1/2 ct. total weight
494A18500 Retail $359.00

1/4 ct. total weight
493A13500 Retail $262.00

F Diamond Denise W: 4 diamonds. Petite white top case, steel back. Faceted crystal 10K gold filled wide bracelet. 17 jewel Swiss movement: shock-resistant; unbreakable mainspring.
579A4450 . . . . . Retail $86.50

Diamond Denise Y: Yellow, steel back.
582A4450 . . . . . Retail $86.50

G Diamond Virginia W: 6 diamonds in petite white top case, steel back 23 jewels Faceted crystal 10K gold-filled wide bracelet. Shock-resistant, unbreakable mainspring.
583A5195 Retail $100.00

Diamond Virginia Y: Yellow, steel back.
585A5195 Retail $100.00

H Diamond Kim W: 6 diamonds sparkle in fancy white top case, steel back. 21 jewel movement. Faceted crystal. 10K gold-filled wide bracelet. Shock-resistant; unbreakable mainspring.
588A4095 Retail $79.50

Diamond Kim Y: As above in yellow with steel back.
589A4095 . . . Retail $79.50

J Diamond Daisy W: 12 diamonds explode in white top case, steel back. 21 jewel movement. 10K gold filled wide bracelet. Shock-resistant; unbreakable mainspring.
499A5950 Retail $115.00

WALTHAM®

An international product by Waltham of Chicago

LIFETIME GUARANTEE on all movement parts against breakage, spoilage, insurance handling charge $1.00

ALL SHOCK-RESISTANT WITH UNBREAKABLE MAINSPRING.

K Nurse Charlotte W: 17 jewel Swiss. White top, steel back. Luminous. 10K gold-filled wide bracelet.
628A2795 . . . . . Retail $54.00

Nurse Charlotte Y: As above, yellow.
629A2795 . . Retail $54.00

L Sea Queen W. 17 jewel Swiss waterproof*. White top, steel back. Expansion bracelet. Luminous
636A2450 . . . . . Retail $47.50

Sea Queen Y: As above in yellow.
637A2575. .... Retail $49.75

M Ocean Martha Y: 17 jewel Swiss waterproof* Yellow top, steel back. Luminous. Expansion bracelet
633A2950 . . Retail $57.50

Ocean Martha W: All steel case.
632A2775 Retail $53.75

N Ocean Maureen W: 17 jewel Swiss, self-wind, calendar. Waterproof* steel case, expansion bracelet. Luminous
592A3995 .... . Retail $77.50

Ocean Maureen Y: As above, yellow.
593A4150 . . Retail $80.50

Noreen Y: Unusually shaped yellow top case with steel back. Matching wide bracelet. 17 jewel Swiss movement is shock-resistant and has an unbreakable mainspring. . Retail $44.50
596A2295

Noreen W: Same as above in white with steel back.
597A2295 Retail $44.50

***Guaranteed waterproof as long as case, crown, crystal remain intact**

Sea Empire W: Modern waterproof* sports watch. White top case with steel back. Steel expansion band. Luminous hands and hour dots, sweep second hand. 17 jewel Swiss or U.S.V.I. movement is shock-resistant, has unbreakable mainspring.
501A2145 .... Retail $39.50

Sea Empire Y: As above in yellow with champagne dial.
500A2345 ..... Retail $45.50

1967 SAILBOATS

Pearson Yachts

☐ The Wanderer, a 30'3" keel-centerboard auxiliary for cruising or racing, is new from Pearson Yachts, Division of Grumman Allied Industries, Bristol, R.I. The Wanderer measures an ocean-racing minimum, but has been designed, says Pearson, with a rig of high aspect ratio, long waterline, and hydrodynamic features that make her a competitor of note. Also launched this year by Pearson was an MORC cruiser-racer, the 29'10" Coaster. Other cruising hulls from Pearson range from the 25'7" Ariel to the 44'6" Countess. Overnighters and daysailers range from the 25'7" Commander to a 7'6" sailing dinghy. The 44'6" Countess balances power and sail performance by sailing with 856 sq. ft. of ketch-rigged sail or powering with a 110-hp Lathrop diesel Below, she has berths for six. The racing-cruising 37'8" Invicta sleeps six and is available as a sloop or a yawl. The 34'9" Alberg 35 is a sloop or yawl with six berths, 30-hp Universal auxiliary. Similar in power and accommodation is the 32'6½" Vanguard sloop. The popular Triton sleeps five and may be rigged as a sloop or yawl. The Ariel and the Commander share a 25'7" hull, the Ariel with a full cruising cabin and the Commander with a four-berth cuddy

Jensen Marine

☐ Fiberglass cruising and racing sailboats built by Jensen Marine Corp., 1781 Placentia Ave., Costa Mesa, Calif include this past year's Bermuda Race and SORC winner, the Lapworth-designed Cal 40. A cruising and racing sloop with berths for eight, the Cal 40 is small and simple enough in rig, says Jensen, to be sailed by a couple. Other Jensen "Cal" boats are the 20' x 18' x 7' x 3'4" Cal 20 with berths for up to three; the 24' x 20' x 8' x 4'6" (board down) Cal 24 with four berths and a hull small enough for trailering; and the 28' x 22'6" x 9' Cal 28.

Columbia Yacht Corp.

☐ Just launched by the Columbia Yacht Corp., 849 W. 16th St., Costa Mesa, Calif. 92626 is the Columbia Constellation, a 39'3" x 25'9" x 10'8" x 5'9" cruising and racing sloop with large and uncluttered decks, minimum wetted surface, 695 sq. ft. of working sail, divided cockpit and spade rudder. Below are berths for seven in a spacious teak-trimmed layout with a large galley convenient to both cockpit and main cabin. Other Columbia cruising/racing yachts are the Tripp-designed Columbia 50, a flush-deck sloop with berths for eight in four staterooms; a 31' keel-centerboard sloop designed by Charles Morgan; a six-berth 34' keel-centerboard sloop that draws only 3'8" with the board up; and a fiberglass copy of the championship 5.5-meter boat Carina. There are ten other Columbia sloops from 22'.

The Anchorage

☐ The Dyer Delta, a 19' fast-planing centerboard sloop, is the largest hull in the fiberglass sailing fleet built by The Anchorage, Warren, R.I. 02885. Designed as a three-man boat for racing, equally adept at daysailing, she measures 18'8½" x 16'8" x 6'9" x 8" draft with the board up. Her approximate $2300 price includes full fittings for racing. Extra is 189 sq. ft. of working sail, spinnaker and spinnaker pole. The celebrated Dyer Dhow, favorite of the Frostbiters and designed originally as a World War II lifeboat used by three navies, is available in 9' rowing models at $345, and as sailing dinghies with 45 sq. ft. of sail for $520. The Dyer Dhow Midget is a 7'11" version of the 9' hull, sold for $325 in a rowing model and $490 with sail. The 10' Class D Dyer Dink, designed by Philip L. Rhodes, is $495 in a rowing model, $730 in a sailing version with 66 sq. ft. of sail. The Dyer Dink is favored as a tender by a number of leading ocean racers.

Anchor Sailboats

☐ Four fiberglass sloops designed by F. S. Ford Jr. are built by the Anchor Sailboat Division of MFG Boats, Union City, Pa. Largest is the Ford 20 Weekender, a 20-footer with 7' beam and berths for two in a cuddy cabin. A centerboard sloop, she draws 8" with the board up and carries 205 sq. ft. of sail. The 17'3" Redhead is a fast centerboard daysailer with a cuddy cabin and a large self-bailing cockpit. Sail area is 178 sq. ft. and draft with the board up is 8". A one-design class boat with planing performance is the 14' x 6' Pintail, a centerboard sloop with 122 sq. ft. of sail and draft with the board up of 6". Her weight with full rig is 400 pounds. Small but versatile is the 11' Whistler, a dinghy that may be rigged as a sloop or catboat. She weighs 200 pounds fully rigged and carries 74 sq ft. of sail in the sloop rig Spinnakers and spinnaker poles are optional on all four boats.

Chris-Craft

☐ There are three new sailing yachts this year in the fiberglass fleet built by the Chris-Craft Corp, Pompano Beach, Fla. 33061 Designed by Sparkman & Stephens, the new Apache 37 is a cruising-racing fin-keel sloop with high-aspect-ratio rig and a CCA rating of approximately 27.3. Below decks, she has six berths and a large stainless-steel galley. She carries 606 sq. ft. of sail, including a 100% foretriangle, and has two #5 winches in the cockpit and a #2 top-action jib halyard winch. The new Cherokee 32 is another Sparkman & Stephens design similar in concept with six berths and a CCA rating estimated at 23.5. Two 26-footers from Chris-Craft are the four-berth MORC cruising-racing Capri, and the two-berth Capitan with a large cockpit for daysailing The 30' Shields Class keel sloop is a full racing hull with growing one-design fleets, conducting races throughout the country.

SAILBOATS

O'Day Company

☐ The 19'2" Mariner, a sloop that's racer, daysailer and overnight cruiser, is built by the O'Day Company, 168 Stevens St., Fall River, Mass Designed by Phil Rhodes, the Mariner measures 19'2" x 7' x 3'3" (keel model) or 10" (centerboard model), and carries 185 sq. ft. of sail. Two berths are in the cuddy cabin, the large cockpit is floored with Philippine mahogany, and spars have roller reefing gear. The price, less sails, is $2765. There are 21 other boats in the O'Day fiberglass fleet from the 7'11" Seven-Eleven sailing dinghy to the 26' Outlaw cruising and racing sloop. Prices range from $275 to $5650

Arthur Piver

☐ Trimarans and catamarans from the drawing board of Arthur Piver are available in plan form or fully constructed from Pi-Craft, Box 449, Mill Valley, Calif. 94941 New this year in a line of several dozen hulls from daysailers to large cruising craft are several trimarans with semicircular central hull forms, round-bottom ocean racing models, and a 30-footer that is demountable for trailer travel. Designs are planned especially for the home builder, although selected yards throughout the world are authorized by the designer to turn out completed boats Kits and partially-built hulls are also available.

Winner Boats

☐ A 23'6" fiberglass fin-keel sloop, the Bolero, is built by Winner Boats, Inc., Box 231, Dickson, Tenn 37055 and sold, less sails, for below $3500 The two-berth overnighter divides her space between a large cockpit for daysailing and suitable quarters for cruising Her spade rudder, fin keel and low wetted surface make her a competitor as well, says Winner. Her cockpit is self-bailing and she has enough foam flotation to be unsinkable.

Larson

☐ Two fiberglass scow-type sailboats are new this year from the Boat Division of Larson Industries, Inc., 2325 Endicott St., St. Paul, Minn The Regatta 162 is a 16' M-Class one-design sloop with 150 sq. ft. of dacron sail, priced at $1395 with aluminum mast and boom With spruce mast and boom approved by Inland Lakes Yachting Association, the price is $1495 The 13' Regatta 132 is a lightweight scow-type daysailer that can be loaded on a car top. The price is $695 with 85 sq. ft of dacron sail aluminum rudder and centerboard, and aluminum mast and boom.

Whitby Boat Works

☐ A racing-cruising Alberg 30 is built of fiberglass by Whitby Boat Works, Ajax, Ontario, Canada, and sold at a basic price of $11,800, less sails. The 30'3" x 21'6" x 8'9" x 4'3" sloop was designed by Karl Alberg to combine racing vigor with cruising comfort. Her racing reputation is secure after several victories, and her cruising virtues speak for themselves Below, in a layout trimmed with teak, are two vee berths forward, two settee berths flanking a folding table in the main cabin, galley surrounding the companionway, and an enclosed head. Auxiliary power is a 25-hp Graymarine Sea-Scout. Other fiberglass hulls built by Whitby are the 25'3" x 7'3" x 3'11" Continental 25, a fiberglass Folkboat double-ender, the 15' Albatross planing dinghy, and the 8'7" x 4' Water Rat sailing dinghy

Glastron's Alpha

☐ Powerboating's Glastron Boat Co., Box 9447, Austin, Texas, goes sailing this year with the 15' Alpha sailboard. The lightweight Alpha may be trailered or strapped to a cartop, says Glastron, and will be rigged and running in minutes when you've reached the water Its lateen rig has 98 sq. ft of sail; the hull has a tilt-up rudder and self-draining cockpit. There is a choice of blue or red hulls and sails.

Symons-Sailing

☐ The fiberglass Corinthian 41 trimaran is molded in two sections—one-piece hull and one-piece deck by Gulf States Research and Development Corp of Tarpon Springs, Fla., and sold by Symons-Sailing, Inc., Clocks Blvd., Amityville, N.Y. The 41' multihull has a 23'9" beam which makes possible generous quarters for as many as twelve in seven separate compartments, large galley-dining-lounge area in the deckhouse, and exceptional stowage space. Her 26" draft enables her to be beached and to operate in shoal waters. She sails with typical multihull dash and is equipped with a full complement of sail-trimming gear for her large ketch rig The basic price, with considerable equipment, is $39,900.

Allied Boat Co.

☐ The 30' Seawind, rigged as a sloop or ketch, and the Luders 33 cruising-racing sloop, are built of fiberglass by the Allied Boat Co, Inc, Main St., Catskill, N.Y. The Seawind is a beamy, five-berth cruising yacht that the builder claims "will cross the ocean if you will." Her basic price, less sails but with a 25-hp Gray SeaScout engine, is $17,500. Designed by Bill Luders for cruising and ocean racing, the Luders 33 has six berths, 25-hp Gray auxiliary, and a basic price, less sails, of $22,000.

Ray Greene

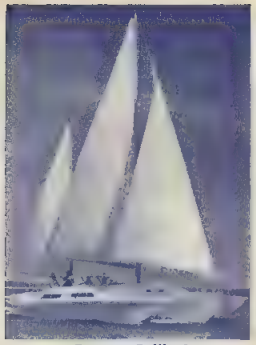
☐ The seven boats in the fiberglass fleet built by Ray Greene & Co., Inc., 508 S. Byrne Rd., Toledo, Ohio 43609 range from the 10' Vixen dinghy to the 25'7" New Horizons cruising and racing auxiliary. The 10' x 54" Vixen weighs 225 pounds fully rigged, carries 80 sq. ft of sail on aluminum spars, and sells for $649 with sails. The Nipper, a 12' centerboard daysailer that weighs 260 pounds fully rigged, is $849 in a fiberglass model, $599 with a plywood hull, both with sails The 12' Slipper is $899 with sail and has a beamy fiberglass hull with room for several sailors. The 14' Rascal is a racing sloop in models with open or enclosed foredeck and prices of $1195 ready to sail The Rebel is a 16' racing sloop built in three models with an $1850 basic price Two cruising boats are the 24' Clipper One overnighter and the 25'7" New Horizons with four berths and full cruising comforts.

Alcort

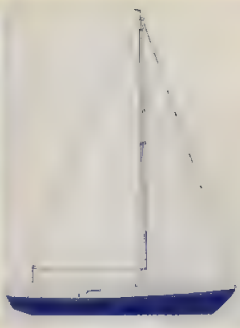
☐ Sailfish, Sunfish and Catfish sport sailboats are built by Alcort, Inc., Box 1345, Waterbury, Conn. The Super Sailfish MK II is a 13'7" sailboard available in red, blue, white, green or yellow with 75 sq. ft. of lateen-rigged Dacron sail on an aluminum spar Sails are sold in white or striped with red, green, blue or yellow. The fiberglass Sunfish is a 13'10" sailboard with similar sails and spars. Both boats are also sold in kit form with hulls of Philippine mahogany and marine plywood and a choice of all white or striped sails. Also available is a kit for the 11'7½" standard Sailfish The fiberglass Catfish is a 13'2" x 72" fast-planing catamaran designed by George W. Patterson The Catfish has a 105 sq. ft four-batten Dacron sail on a free-feathering aluminum spar, pivoting fiberglass centerboards, aluminum flip-up rudders and fittings of stainless and nylon

Cape Cod Shipbuilding

☐ The Cape Cod Shipbuilding Co. of Wareham, Mass., builders of stock sailboats since 1899, have added two new Herreshoff-designed sloops to their fleet this year. Both are fast-planing daysailers drawn from the same mold, the Gauntlet a keel model and the Gemini II with twin centerboards. Other fiberglass Cape Cod hulls range from a 9' dinghy to a 44' auxiliary designed by Bill Tripp, and include the Herreshoff-designed Cape Cod 30, a fiberglass version of the Atlantic sloop, the 24' planing Raven, a Rhodes 18 in keel or centerboard models, the 15' Mercury daysailer, the 16' Gemini twin-centerboard daysailer, and the daysailing Bulls Eye designed by Nathaniel Herreshoff in 1914.



Symons-Sailing's
Corinthian 41 Trimaran

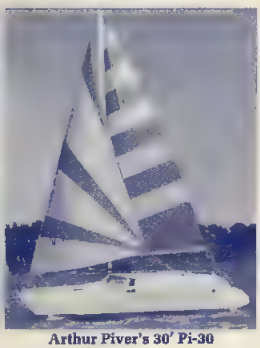


Allied's Luders 33

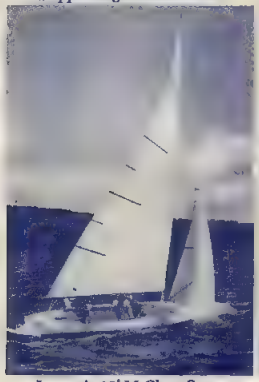
Whitby's Alberg 30

Cape Cod's
Tripp-Designed Mercer 44

Glastron's 15′ Alpha Sailboard



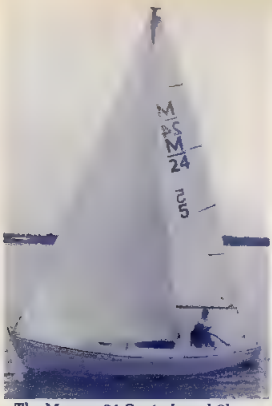
Arthur Piver's 30′ Pi-30



Larson's 16′ M-Class Scow

Alcort's 13′2″ Catfish Catamaran

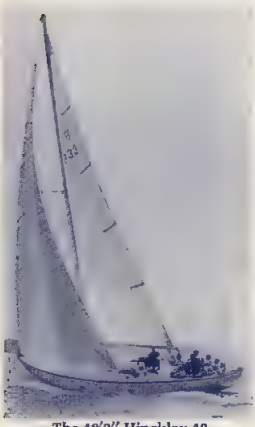
O'Day's 19′2″ Mariner



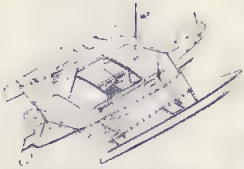
The Morgan 24 Centerboard Sloop

Douglass & McLeod 17′ Thistle

Newport's 8′ Flipper Dinghy



The 48′3″ Hinckley 48



Jim Brown's Brown 25 Trimaran

Grampian's Classic 31

Gemeny's Westerly 30

Intercontinental's Trimar 42

Dorchester's 40′ Newporter Ketch

SAILBOATS

Newport Boats

☐ A Flying Dutchman has been added to the fleet of fiberglass racers and daysailers from Newport Boats, Rt. 1, Box 69B, Hayes, Va. 23072. Built to the specifications of a six-time national champion, the Newport F D has a rudder that lifts vertically rather than pivoting, and a control console amidships for convenient sail trimming. Also new is a trim little dinghy, the 8' Flipper, for use as a tender or for junior sailors, and the Cal Cat, a catamaran for single-handling. Others are the 11'7" Kite dinghy, the 14'7" planing Skipjack, an Olympic Finn, the 17' Mobjack racer-daysailer, the swift Pacific Catamaran, a fiberglass Lightning, and the 22'7" Nomad shoal-draft cruising yacht. Newport's West Coast address is 1919 Placentia Ave., Costa Mesa, Calif

Intercontinental Trimarans

☐ Four cruising trimarans are built by Intercontinental Trimarans, Inc., Box 718, Wrightsville Beach, N.C. with plywood planking over plywood bulkhead frames with hulls and decks sheathed heavily with fiberglass. New for '67 is the smallest Intercontinental hull, the three-berth Trimar 24 with a basic price of $4200. The $12,900 Trimar 35 is sloop-rigged with fore and aft cabins and center cockpit, accommodations for five The $27,500 Trimar 42 is built in raised-cabin and flush-deck models with eight berths in three separate cabins, 55-hp Starrett diesel auxiliary. The big Trimar 52 has accommodations for eight in four staterooms, basic price of $39,500

Newporter

☐ The Newporter cruising auxiliary is built by the Dorchester Shipbuilding Corp., Dorchester, N. J. 08316 with plywood planking over solid oak frames with the hull sheathed in several layers of fiberglass Dimensions are 40' x 13' x 4'11". Below decks, in a layout made high (6'4" headroom) and spacious by her hard-chine design, are berths for six—all lowers—in three separate cabins. Several arrangements can be built at the buyer's option The basic price, ready to sail, is $38,500 with dacron sails in a ketch rig and a 59-hp diesel auxiliary with a range of 800-1000 miles.

Snug Harbor Boat Works

☐ Described as "ideal for the sailing beginner" is the 7'8" x 3'10" x 3" (board up) Thunderbird sailing pram built in kit or completed form by the Snug Harbor Boat Works, 101-21 Snug Harbor Rd., St. Petersburg 2, Fla Ready to sail, the pram is $149.95; as a kit, it's $99 95.

Henry R. Hinckley

☐ At the top of the fleet of fiberglass auxiliaries built by Henry R. Hinckley & Co., Southwest Harbor, Maine 04679 is the new Hinckley 46, a cruising-racing hull available as a sloop or yawl with comforts for eight below and a Westerbeke diesel auxiliary. The Hinckley 41, which rates under 28 for racing, is a keel sloop (or yawl) with dimensions of 41'2½" x 29'2" x 10'2½" x 6'1". The Bermuda 40 is another cruising-racing keel-centerboard yawl designed by Bill Tripp. The Pilot 35, designed by Sparkman & Stephens, is sold as a sloop or yawl with several arrangements and berths for as many as six.

Douglass & McLeod

☐ Douglass and McLeod, Inc, Box 311, Painesville, Ohio, build the 20' x 8'8" Highlander planing sloop of fiberglass in completed hull or kit form. The handy Highlander can be used for racing or daysailing and will travel on a trailer. Her price, less sails, is $2435 as a completed boat. The company also builds the 17' x 6' x 4'6" Thistle of fiberglass in both completed and kit form. The price of the planing Thistle is $1600 less sails. A one-design class boat, the Thistle Class Association boasts over 2200 registered boats in some 130 fleets in the U S. and Canada.

Grampian Marine

☐ The Classic 31, a 30'11" x 22'4½" x 6'5" x 4'6" sloop or ketch, is built by Grampian Marine, Ltd, 451 Woody Rd., Oakville, Ontario, Canada and sold in the U.S. by Sagman's Marine, 435 City Island Ave., City Island, N.Y. 10464 The Classic 31 has an unusual fiberglass hull formed from inner and outer fiberglass moldings over molded fiberglass beams. Standard auxiliary power is a 30-hp four, and clean and comfortable accommodations for six include a full galley with alcohol stove, enclosed head, two berths in a forward cabin and four berths in the main cabin Her basic price is in the $15,000 range

Morgan Yacht Corp.

☐ Designed by Charles E Morgan Jr. and built by the Morgan Yacht Corp., 2501-72nd St. North, St. Petersburg, Fla. 33710 are three fiberglass cruising-racing sloops. Smallest is the 24'11" x 21' x 6' x 2'9" (board up) Morgan 24 with comforts for four, full racing gear, and a basic price of $5500. The Morgan 34 balances family cruising comforts with the racing promise of a 34' x 24'9" x 10' x 3'3" (board up) hull that has a CCA rating of 23.4. The price is $18,995. Largest of the Morgan fleet is the 45'8" x 31'5" x 11' x 6'1" Morgan 45 which the company claims has exceptional downwind control and superior light-weather performance.

Andrew Gemeny & Son

☐ British-built twin-keel cruising sailboats designed by Denys Rayner are imported by Andrew Gemeny & Son, 1710 H St., N.W., Washington, D.C. 20006 The largest of the five fiberglass boats, the Westerly 30, has berths for six and 6'2" headroom in a hull with shoal draft of only 36". The Westerly 28, designed by John Butler, is a CCA or MORC racer as well as a six-berth cruiser. The Westerly 25 is a four-berth cruiser small enough to travel on a trailer, and the Wayfarer is a raised-deck version of the same 25' hull. Smallest is the four-berth Westerly 22 with full cruising accommodations in a layout with 5'10" headroom

Jim Brown Trimarans

☐ Plans and completed hulls are available for four trimarans from the designer, Jim Brown, at 2301 Seventh Ave., Santa Cruz, Calif The Brown 25 is $100 in plan form, $7000 complete; the 34' Manta is $300 in plan, $14,000 complete; the 38' Off Soundings is $400 as a plan, $20,000 complete; and the Brown 41 is $500 in plan form, $26,000 complete. Complete-boat prices are estimates The new 25 sleeps as many as eight, has a deep center cockpit, and is designed so that outboard hulls swing down for trailer travel.

Bay Craft

☐ Bay Craft sailboats are sold in kit, semi-finished, and completed form by Bay City Boats, Inc, Division 1007, Bay City, Mich 48706. Smallest is a 14' Rhodes Bantam in fiberglass or mahogany plywood. Others are the 22' Mystic, 29'9" Majestic, and 28' Thunderbird cruising sloops.

Performance Sailboats Co.

☐ Two one-design class boats are built by Performance Sailboats Co., 1825 First St. South, St. Petersburg, Fla 33705. Ian Proctor's International Ten Square Meter Canoe, a centerboard lightweight of 135 pounds (17' long with 39" beam), is priced at $1100 An International Moth, 11' x 4'9" x 5½" is $550

Aero-Nautical

☐ Skimmer fiberglass dinghies and daysailers are a product of Aero-Nautical, Inc., 154 Prospect St, Greenwich, Conn. 06830. The 8' SeaPuppy is a simple and lightweight (79 pounds) trainer priced at $335 with dacron sails and aluminum spars The 8'4" Albatross is a beamy daysailing dinghy with three seats, positive flotation, and a $395 price with sails The 9'6" SeaDog, also priced at $395 with sails is a high-freeboard one-design dinghy. The 11'9" Seagull is a larger dinghy with jib-and-main sloop rig, positive flotation, and a $695 price with sails

SAILBOATS

Chrysler

☐ The Chrysler Boat Corp., 1001 Industrial Ave., Plano, Texas 75074 builds the LS-16 one-design sloop, a nimble day-sailer that races in eleven fleets throughout the country. Another Chrysler one-design is the LS-13, a 13-footer with 14 fleets coast-to-coast. Both hulls have fiberglass hulls with twin pivoting bilge boards instead of the customary centerboard, positive flotation molded into the hull, anodized aluminum spars, and dacron sails. The 16′ LS-16 has roller reefing gear, a boom vang, and a full set of sails with sail area increased this year from 140 to 160 sq. ft.

Wayfarer Yacht Corp.

☐ Eight fiberglass sailing yachts from 44′ to 21′ are built by the Wayfarer Yacht Corp., 1662 Placentia Ave., Costa Mesa, Calif. A high-performance cruiser-racer with accommodations for eight is the Islander 44 designed by Bill Lapworth and priced in the $35,000 range Another cruising and racing sloop is the Islander 37 with berths for seven and a basic price of $19,950. The flush-deck Islander 33 is $14,950 and has comforts for up to seven The six-berth Islander 32 is priced at $14,950 The Islander 29, with berths for five, is $11,950. The four-berth Excalibur 26 is an MORC racer and a family cruiser with a price of $3950. The Bahama 24 is a cruising class boat with $4295 price and berths for four. Smallest of Wayfarer's yachts is the $3450 Islander 21 with four full-length berths beneath her flush deck.

Royal Sailboats

☐ The 12′8″ Buckeye, a planing sloop designed by Arthur Wycoff, is built of fiberglass by Royal Sailboats, 1815 Northwest Blvd, Columbus, Ohio 43212 The 12′8″ x 12′1″ x 4′11″ x 6″ (board up) Buckeye weighs 190 pounds and carries 101 sq ft. of working sail. A spinnaker of 75 sq. ft. is also available. The price is $850 Royal is also sales agent for a 5-0-5 priced at $1385 with all sails and fittings.

Kettenburg

☐ Cruising and racing auxiliaries designed and built by Paul Kettenburg, 2810 Carleton St., San Diego, Calif. 92106 include the new Kettenburg 41 with a fiberglass hull. The K-43 and K-50 have similar lines but are built of wood. The 41′ x 27′6″ x 10′4″ x 5′6″ fiberglass sloop has quarters for six in a double-cabin layout below that is trimmed in teak or mahogany. The basic price is $29,975. The slightly larger K-43 is $32,900, the K-50 is $44,900.

Seafarer Fiberglass Yachts

☐ Fiberglass sailing yachts trimmed in teak are built in 23′ to 45′ lengths by Seafarer Fiberglass Yachts, Inc., 8 E Carver St, Huntington, L.I., N. Y Largest is the Seafarer 45, a Sparkman & Stephens design rigged as a sloop or yawl and priced at $39,500. The Tripp-designed Seafarer 39, also a sloop or yawl, is $24,900. The 35′ Bahama motor-sailer is a Rhodes design with a basic price of $19,900 and 70-hp Universal power The Tripp-designed Seafarer 31 is sold in several models, sloop- or yawl-rigged, at prices from $7190 to $9890. A similar range of 26′ Meridian sloops, Rhodes-designed, is priced from $4540 to $5990. The 23′ Sparkman & Stephens Kestrel sloop is priced from $3140 to $3990 in several models. All Seafarer boats are also available as hull and deck moldings only.

Soverel Marine

☐ Two 28′ sloops, a 33′ cutter, and a 36′ cutter, each designed for racing or cruising, are built by Soverel Marine, Inc., 2225 Idlewild Rd., North Palm Beach, Fla. The 28′9″ Soverel 28 is sold with sloop or yawl rigs at prices from $11,985, less sails, and has cruising comforts for four. the 28′ MORC racer is built on the same hull with a basic price of $10,985. New is the six-berth Soverel 33 priced from $17,985 Largest is the $29,500 Soverel 36, an offshore cutter with accommodations for seven

Doryette Corp.

☐ The fiberglass Doryette, a dory-type double-ender with centerboard and sloop rig, is built in 8′6″ and 11′2″ lengths by the Doryette Corp., 276 Alter Rd., Detroit, Mich 48215. The smaller boat is $344 with sails that include a spinnaker, the larger boat is $494 Doryette also contracts to build large sailing and power vessels in wood or steel to designs by Nils Lucander, N.A. Among them are a 41′ husky cruising double-ender, a 31′ cruising and racing sloop, a comfortable 55′ ketch, and several trawler-type offshore-cruising powerboats

Wells Yachts, Inc.

☐ England's 13′3″ planing Enterprise one-design is sold in a fiberglass version by Wells Yachts, Inc., 14 Winchester St., Boston, Mass. 02116 as a ready-to-sail boat for $1075. Another Wells fiberglass hull is the 18½′ Alacrity cruising or MORC-racing sloop small enough to travel on a trailer but large enough to sleep three, her price is $2995 with sails. The 20′ Vivacity is a similar MORC boat with four berths, imported from England and sold for $3495 with sails. New is the roomy Imperial 23 with accommodations for four and a price of $4995 with sails.

W. D. Schock

☐ A fiberglass version of the fast and famed 24′ International 110 has been launched by the W. D. Schock Co., 3502 Greenville, Santa Ana, Calif. The class association celebrated its 25th anniversary by accepting the new fiberglass version for competition in its 37 active fleets Other Schock sailboats range from the 8′ El Toro dinghy to the Tartan 27 auxiliary. Among them are fiberglass Lightning, Penguin, Thistle and Lido 14 one-design class boats, and a new 22′ cruiser-racer, the Santana sloop, built in keel and keel-centerboard versions and sold for $3395 less sails.

Burr Brothers

☐ A fiberglass version of the Amphibi-Con, a handy little sloop that can be an MORC racer, overnight cruiser, or travel on a trailer, is built by Burr Brothers, Rt. 6, Marion, Mass. 02738 Dimensions are 25′3″ x 22′6″ x 7′9″ x 2′5″ (centerboard up). Sail area is 266 sq. ft. and displacement is 4400 pounds She sleeps four in two vee berths forward and a pair of quarter berths amidships, and has a galley, head and hanging locker. Prices range from $4980

Cheoy Lee Shipyard

☐ Fiberglass cruising and racing auxiliaries with fine teak joinerwork on deck and below are built by Cheoy Lee Shipyard of Hong Kong and sold in the Occident by Roland Reed Associates, Inc., 1712 High St., Alameda, Calif. Smallest is the 26′ x 20′ x 7′4″ x 3′11″ Frisco Flyer with a basic price of $7850. The 26′10″ x 18′9″ x 7′8″ x 4′4″ Offshore 27 is a four-berth cruising sloop priced at $8750. The cruising and racing Bermuda 30, 29′7″ x 24′ x 8′9″ x 3′8″, is built by Cheoy Lee for $13,950. New this year is the Offshore 36, a cruiser-racer built to Lloyd's specifications and sold for $23,600 The Offshore 40 is a triple cabin hull rigged as a sloop or a yawl and sold for a basic price of $27,500.

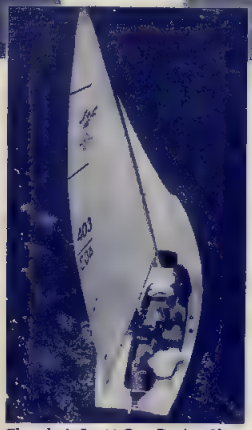
P. Evanson Boats

☐ The Celebrity sloop is a 19′9″ x 6′4″ x 39″ (board down) one-design racing sloop built by the P. Evanson Boat Co., 4110 Freeland Ave., Philadelphia 28, Pa with a seamless hull of molded mahogany Evanson claims its molded hulls are as strong as steel on a weight-for-weight basis. Basic Celebrity price is about $1820, with sails priced under $200. Slim and lightweight, the Celebrity can travel easily on a trailer. Another Evanson molded hull is the Rhodes-designed 10′10″ x 56″ Robin dinghy with 80 sq. ft. of sloop-rigged sail. The Robin is also available as a fiberglass hull or in kit form with hull completely molded in wood. Her kit price, less sails, is about $425.

The Soverel 36

Cheoy Lee's Offshore 40

Evanson Celebrity-Class Sloop



Chrysler's Ls-16 One-Design Sloop

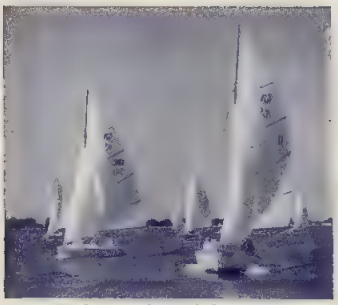
Burr Brother's Fiberglass Amphibi-Con

Schock's Fiberglass International 110

Seafarer 35' Bahama Motorsailer

Wayfarer's Excalibur 26

Stamm Class X Sloop



Gordon Douglass 19′ Flying Scot

Mount Desert C/27

Chesapeake Marine's 16′9″ Windjammer

Duncan Sutphen DC-14 Catamaran

Plas Trend Flying Dutchman

SAILBOATS

Mount Desert Yacht Yard

☐ Developed and built by E. Farnham Butler of the Mount Desert Yacht Yard, Inc., Mount Desert, Maine are the well-known light-displacement "Controversy" auxiliaries built in both fiberglass and wood in lengths from 24' to 37'. The 25'5" Amphibi-Con is a shoal-draft keel-centerboard sloop large enough for cruising and small enough for trailering. Similar is the 27'9" C/27. Both are available in wood or fiberglass in kit form at prices from $2000 and in completed form at prices in the vicinity of $10,000. The large C/36 is custom built only.

Snark Products

☐ The 11' Sea Snark from Snark Products, Inc., 1580 Lemoine Ave., Fort Lee, N. J. is a lateen-rigged dinghy of expanded polystyrene priced at $99.75 with sails. The 30-pound Snark has a beam of 38" and a depth amidships of 12". It can be carried easily and loaded into a station wagon or onto a cartop, according to the company. Spars are aluminum, daggerboard and rudder are plywood, and sails are nylon.

South Coast Seacraft

☐ South Coast Seacraft, Box 1674, Shreveport, La. builds the fiberglass South Coast 25, a five-berth cruising sloop priced at $5950, less sails, in completed form and at $2750 in kit form. Other South Coast hulls are two- and four-berth versions of a 23' cruising sloop, and a 21' daysailer, both designed by Karl Alberg, and the Herreshoff-designed 28' Rozinante in a fiberglass model.

Gordon Douglass Boat Co.

☐ The 19' x 6'9" x 4' Flying Scot, a fast planing one-design racer and daysailer, is built of fiberglass by the Gordon Douglass Boat Co., Inc., Oakland, Md. The centerboard hull was introduced as a class boat in 1958 and has over 1000 boats in the 58 fleets of its class association. A daysailer as well as a racing hull, she has a deep cockpit large enough, says the builder, for ten persons. Basic price, without sails, is about $2300.

Plas Trend

☐ Fiberglass Flying Dutchman and International Tempest one-designs are built by Plas Trend, Box 935, Fort Worth, Texas 76114. The company's Flying Dutchmen took six of the first ten places at the '66 national championships, including first with Bud Melges sailing. Suction bailers and positive flotation are part of the FD design, and cockpits are fitted with complete sail-handling gear. The basic price is $1769, a kit is $1046. The 21'11¾" Tempest, designed by Ian Proctor, is a fast-planing keelboat with all sail-trimming gear. A cruising boat from Plas Trend is the four-berth 22' Mustang, a centerboard sloop for cruising or MORC competition.

Stamm Boat Co.

☐ A fiberglass Class X sloop that has won its share of Inland Lake Yachting Association events is built by the Stamm Boat Co., Inc., 1764 Milwaukee St., Delafield, Wis. 53018 and sold for $1320 less sails. Other Stamm "Fibre-Jet" hulls are Class E and Class C sloops, a fiberglass Lightning, an 18' Arrow, a Snipe, an S-14, a 12' Target sailboard, a sailing dinghy, and a DN-80 iceboat.

Tidewater's 17' Mustang

Spencer Boats Ltd.

☐ The S-42 is available rigged as a sloop or ketch from Spencer Boats Ltd., Foot of Twigg Rd., Vancouver, B.C. Her 42'3" x 11'4" x 6' hull is fiberglass and was designed by Vancouver N. A. John Brandlmayr. Her CCA rating is 30.9. For cruising, she's equipped with seven berths, galley, head, ample lockers and a navigator's perch in a below-decks layout finished generously in wood.

Tidewater Boats

☐ Three sloops designed by Sparkman & Stephens are built of fiberglass by Tidewater Boats, Inc., Box 1571, Annapolis, Md. 21404. The 24' Rainbow is a cruiser-racer with an 8'5" cockpit and two-berth cuddy cabin, priced at $2795; the 24' Weekender is an MORC racer with 6'6" berths for four in a full cruising layout and a price of $2995, and the 17' Mustang is a day-sailing centerboarder that is said to plane off the wind, priced at $1795.

Chesapeake Marine Industries

☐ A new one-design daysailer from the board of Charles Wittholz has been launched by Chesapeake Marine Industries, Inc., 1008B Jefferson Ave., Newport News, Va. 23607. The fiberglass centerboard sloop measures 16'9" x 14'8" x 6'4" x 4' (board down) and hoists 158 sq. ft. of sail on aluminum spars. The designer, who sails one, reports planing performance in a good wind, and exceptional dryness due to high (29" at the bow) freeboard. The price is about $1200 with sails.

Campbell/Sheehan Yachts

☐ The Ohlson 41 and Ohlson 44 cruising and racing sloops, designed by Einar Ohlson of Sweden, are built on a semi-custom basis with hulls of either wood, steel or aluminum by Campbell/Sheehan, 22 Boston Post Rd., Larchmont, N.Y. Steel hulls are protected with a layer of fiberglass, and all boats are built with the owner's choice of arrangement. Both boats have a huge walk-in sail locker forward and deck layouts designed for ease in sail handling.

Duncan Sutphen

☐ The DC-14 one-design catamaran is a product of Duncan Sutphen, Inc., 342 Madison Ave., New York, N.Y. 10017 and sells for $1288 with sails. Designed by MacLear and Harris for racing and fast daysailing, the 14'2" x 7' multihull weighs 350 pounds and has molded fiberglass hulls which detach from the extruded anodized-aluminum bridge structure for storage or travel. Fastenings and standing rigging are stainless steel; spars are aluminum and hoist 140 sq. ft. of battened sail.

STRUCTO STURDY STEEL

TRANSPORTATION TOYS

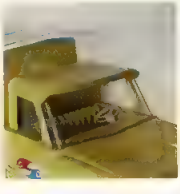
FOR 1967

THE STRUCTO
KOMPAK FLEET

NEW! **Mobile Merry-go-round.** Colorful and action-packed addition to the Kompak Fleet. As truck moves, merry-go-round revolves and bell rings. Reflecting pole in center highlights animals.

Tot-sized but with the same attention to detail as our larger trucks. Heavy-gauge steel cabs and tops in bright new colors. Modern molded grilles with headlights. Transparent wraparound windshields, realistic side and rear windows. Realistic interiors have seats and steering wheels. Structo warranty. Sturdy, appealing see-thru packages.

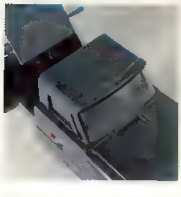
Heavy Rubber Tires. Real rubber tires run silently. Another feature that helps make Structo toys so popular as well as long-lasting.



Transparent Wraparound Windshields and Realistic Interiors. Unusual in smaller trucks. Windshield shows off detailed interior. Side and back windows are transparent, realistic.

NEW! **Sanitation Truck.** Many features from Structo's larger sanitation trucks are included in this tot-size model. Top gate opens automatically as bucket is raised. Lower gate opens as load is dumped. Lever-operated dumping action.

NEW! **Kenya Karryall.** Four removable cages have sliding doors, hold hand-painted animals including lion, tiger, elephant, and wild boar. Removing cages converts truck to flat-bed hauler. Takes sales advantage of rising interest in jungle adventure TV programs. All-steel chassis and cab.



Heavy-gauge Steel. Designed for use by small children, the tops and cabs in the Kompak fleet are constructed of heavy-gauge steel.

Life-like Figures. For extra value and realism, some trucks include accurate scale models of soldiers and animals, as carefully detailed as the trucks themselves.

See-Thru Package

Customers can see and feel trucks without damaging them. Attractively highlights sales features. Every carton a display piece. Easily stackable.

No. 101 Pickup Truck. All-steel cab and top. Steel up-and-down tailgate on sturdy molded body. Wrap-around windshield. Rubber tires.

L-8¾", W-3½"; H-3⅝". 12/ctn., wt. 11.3 lbs.

No. 112 Wrecker Truck. Lever-operated boom. All-steel cab and boom with strong molded body. Chrome plating on boom hook and lever.

L-9¼"; W-3¼"; H-3⅝". 12/ctn., wt. 11.9 lbs.

No. 121 Fire Rescue Truck. Two detachable ladders. Steel cab and top. Sturdy, durable molded body. Chrome-plated ladder racks.

L-8¾"; W-3½"; H-3⅝". 12/ctn., wt. 11.7 lbs.

No. 153 Cement Mixer. Drum rotates as truck moves. Simulated water tank. Steel cab and chassis. Rubber tires.

L-9¼"; W-4"; H-4½". 12/ctn., wt. 19.7 lbs.

No. 160 Tractor Trailer Truck. Detachable trailer with adjustable dolly wheels. Rear doors really work. All-steel cab and trailer.

L-16½"; W-4"; H-5¼". 6/ctn., wt. 19.5 lbs.

No. 176 Kenya Kanyall. New! Four cages with slide-up doors are removable to form flat-bed truck. Steel body and chassis. Includes 4 hand-painted animals: wild boar, tiger, lion, elephant.

L-9¼", W-4¼"; H-4¼". 6/ctn., wt. 9.5 lbs.

No. 178 Sanitation Truck. New! Top gate opens automatically as basket is raised. Lower gate opens when load is dumped. Realistic interior, wraparound windshield. Lever-action dumping. All steel.

L-11½"; W-3⅝"; H-5". 6/ctn., wt. 12 lbs.

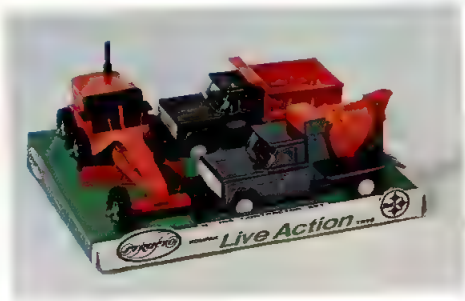
THE STRUCTO KOMPAK FLEET

No. 126 Green Beret Truck. Clear removable see-thru top. Converts to pickup truck. Steel cab, top and removable tailgate. Complete with two scale-model soldiers.
L-8¾"; W-3½"; H-4". 12/ctn., wt. 13.1 lbs.

No. 137 Kennel Truck. Clear, lift-off kennel with six compartments. Six popular breed dog models included. Swing-open tailgate, steel cab and top.
L 8¾". W-3⅝". H 4" 12/ctn., wt. 14.7 lbs.

No. 141 Steel Dump Truck. Spring-action dumping. Tailgate swings open automatically. All-steel cab and body. Realistic interior, wrap-around windshield.
L-8¾"; W-3⅝"; H-3⅞". 12/ctn., wt. 17.1 lbs

No. 174 Mobile Merry-go-round. New! Lots of action. Bright colors appeal to small children. As truck moves, merry-go-round revolves, bell rings. Hand-painted animals. Reflecting center pole. Steel cab and chassis.
L-9¼"; W-4¼"; H-5¾". 6/ctn., wt. 11 lbs.



No. 192 Contractor Set. All tot-size action toys. Includes No. 141 Dump Truck, No. 153 Cement Mixer, No. 183 Road Grader. Color matched. Each unit a display piece.
6/ctn. wt. 34.1 lbs.

No. 183 Road Grader. Small in size, big on details. Steering rod turns wheels. Scraper lever-operated. All steel. Giant rubber tires look, run like real ones. Plated hub-caps and control rods.
L-11¾"; W-5", H-4¾". 12/ctn., wt. 23.2 lbs

No. 197 Highway Department Set. New! Color-matched set of highway trucks. Includes Emergency Truck, Dump Truck, Wrecker and Pickup.
6/ctn. wt. 31 lbs.

THE STRUCTO
LIVE-ACTION FLEET

The Live-Action Fleet comes on strong in 1967 with features geared to sales appeal and sturdiness. Bodies, chassis and cabs are constructed of heavy-gauge steel. Details that add realism include chrome-plated headlights, grilles and wraparound bumpers; transparent wraparound windshields and many interiors with seats and steering wheels. Exclusive silent-glide wheels with self-lubricating bearings have non-mar white-wall tires and nickel-plated hubcaps. Large trailers have turbine cabs, real fifth wheels and dual tandem rear wheels. All models have sturdy see-thru packages and carry the Structo warranty of quality.

Steel

NEW! Timber Toter. As massive and strong as it looks. Features die-cast trailer that hauls six huge wood logs anchored realistically by scaled chains that lock. Turb ne cab. Tandem dual rear wheels.

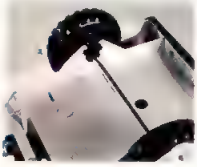
NEW! Sanitation Truck. Lever-operated dumping. When bucket is raised, top gate opens automatically Sturdily constructed of heavy-gauge steel. Tandem rear wheels Detailed inter or.

NEW! Hydraulic Dump Truck. An all-time favorite now with ten wheels and turbine cab. As lever is released, body moves into dump position, tailgate opens automatically. Simulated saddle tanks. Tandem dual rear wheels.

NEW! Snorkel Utility Truck. Snorkel rises hydraulically, has six positions, swivels on base. Plated stabilizer jacks retract into body. Simulated snorkel motor. Turbine cab. Simulated dome light and extra utility ladder.

Turbine Cab. Designed to be realistic, the turbine cab has a wraparound windshield that gives good view of accurately scaled, true-to-life interior.

Hydraulic Cylinder. On the Dump and Utility trucks, a hydraulic cylinder automatically rises as lever is depressed. The cylinder liquid is non-toxic and non-staining



Silent-glide Wheels. Wheels have self-lubricating patented* bearings that protect axle and chassis from wear. Typical of Structo's concern with durability.
*U.S. Patent No. 330/291
Canada Patented 1966

Realistic Fifth Wheel. Large tractor trailers have a coupling wheel that works and looks like the fifth wheel on real trucks.

Detailed Scale Animals. Many trucks include accurately detailed animals that are scaled to the size of the toys for added sales appeal and realism.

See-Thru Package. Protects your merchandise while adding sales appeal. Attractively spotlights key sales features. Easily stacked for mass displays. Each unit a self-contained display.

No. 205 Wrecker Truck. Winch crank on boom lifts tow. Top is detachable, with up-and-down windshield. Interior includes stick shift.

L 10¾", W-4¾"; H-5¼". 6/ctn., wt. 14.7 lbs.

No. 210 Fisherman. Complete with sturdy trailer and sleek runabout. Jeep has side seats and rear cargo space. Tailgate and windshield raise and lower.

L-20", W-5"; H-4¾". 6/ctn., wt. 15 5 lbs

No. 286 Sanitation Truck. New! Lever action shifts body into dump position. Bucket raises and top gate opens. Lower gate opens automatically, too. Tandem wheels in rear.

L 18"; W-5⅞"; H-8" 6/ctn , wt. 35 lbs

No. 303 Dump Truck. Features lever-action dumping. Body raises as lever is pushed. Tailgate swings open, too. Steering wheel, seat and wraparound windshield.

L-13½"; W-5½"; H-5¼". 6/ctn , wt. 21.7 lbs.

No. 309 Hydraulic Dump Truck. Lever raises body hydraulically. Tailgate swings open. Hydraulic fluid is non-toxic, non-staining. Steering wheel, seat and wrap-around windshield

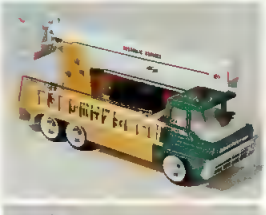
L 13½", W-5½"; H-6¼". 6/ctn., wt. 22.7 lbs

No. 344 Livestock Van. Simulated slat sides. Sleek trailer features real rear doors and adjustable dolly wheels. Dual tandem wheels in rear. Turbine cab.

L-21¼"; W-7¾"; H-5¾" 6/ctn., wt. 39.7 lbs.

No. 360 Timber Toter. New! Massive-looking turbine cab couples to die-cast trailer. Hauls six giant wood logs anchored by real metal chains that lock. Tandem dual rear wheels.

L-20¾", W-6½"; H-5½" 6/ctn., wt. 35.6 lbs



No. 380 Snorkel Utility Truck. New! Hydraulic snorkel has 6 positions, rises automatically, swivels 100°. Tandem rear wheels. Simulated dome light, utility ladder. Turbine cab. 2 plated rear stabilizer jacks.

L-21", W-6½"; H-8". 4/ctn., wt. 26 lbs

THE STRUCTO LIVE-ACTION FLEET

No. 230 Rampside Pickup Truck. Right side has ramp that drops for loading and unloading. Plastic insert in cargo space adds to detail.

L-10½", W-4⅝", H-5". 6/ctn., wt. 12.8 lbs.

No. 235 Camper Truck. Right-side door in heavy-duty molded camper body opens and closes. All-steel chassis. Transparent windshield.

L-10½"; W-4⅝"; H-5½" 6/ctn., wt. 15.5 lbs.

No. 260 Livestock Truck. Convertible to flat bed hauler by removing steel guard rails. All-steel chassis. Silent-glide wheels.

L-14¾", W-6¼"; H-5⅝". 6/ctn., wt. 24.5 lbs.

No. 319 Hydraulic Dump Truck. New! Dump action hydraulically operated. Turbine cab. Sturdy construction of heavy-gauge steel. Simulated saddle tanks. Ten wheels for rugged looks, rugged play.

L-12"; W-6"; H-6" 6/ctn., wt. 21.5 lbs.

No. 322 Vista-dome Horse Van. Trailer features include skylight, front vista-dome and three loading ramps. Scale models of two horses, two colts included. Turbine cab.

L-21¾", W-6"; H-5⅞" 6/ctn., wt. 30.3 lbs.

No. 331 Car Carrier. Steel trailer has rear extension ramp that fits both hauling levels. Three authentic popular model cars included. Turbine cab and tandem rear wheels.

L-22¼", W-6", H-6⅞" 6/ctn., wt. 30.3 lbs.

No. 381 Aerial Hook and Ladder. Aerial ladder rises, extends, rotates full 360°, telescopes, lowers. Side ladder attaches for longer extension. Turbine cab, saddle tanks, simulated dome light.

L-29¼"; W-6⅛", H-6¼". 4/ctn., wt. 32 lbs.

No. 708 Weekender. Completely detailed interior includes built-in refrigerator, sink and fold-out seat that actually converts into bed. Both side and rear doors open and close.

L-12", W-5¾"; H-6½". 6/ctn., wt. 23 lbs.

No. 727 Police Emergency Truck. Bell clangs as truck moves. Lever-operated top ladder rises, swivels. Side ladder attaches to make longer extension ladder. Side windows. Simulated dome light.

L-12", W-6", H-7½". 6/ctn., wt. 24.7 lbs.

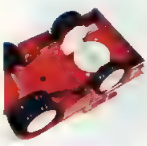
THE STRUCTO
POW-R-R-R FLEET

Steel

NEW! Auto Transporter. The most realistic Auto Transporter available. Open-sided girder construction. Ramps adjust to two positions. Loading ramp locks into trailer for easy loading. Includes three late-model cars.

NEW! Snorkel Fire Truck. Modern version of a popular favorite. Snorkel operates hydraulically and has 6 positions. Garden hose adapter allows operation of Snorkel hose with real water. Shoots 20 feet. Snorkel and basket swivel. Simulated dome light.

The 1967 Pow-r-r-r Fleet is loaded with features for strength and sales appeal. Structo's exclusive Pow-r-r-r sound is the motor sound without batteries . . . realistic, but with nothing to run down or wear out. Other design features include sturdy heavy-duty steel cabs, chassis, and bodies . . . with chrome plating on headlights, grilles and wraparound bumpers. Exclusive silent-glide wheels have nickel-plated hubcaps. Large transparent wraparound windows show off the realistic interiors, complete with seats and steering wheels. All models come in sturdy see-thru packages, and carry the Structo warranty.



Pow-r-r-r Motor Sound. Real motor sound without batteries. A Structo exclusive. Wear-proof nylon-geared motor operates under hood, near front axle.

Hydraulic Cylinder. The hydraulic cylinder on dump, sanitation and fire trucks is typical of realistic, sturdy construction. As lever is depressed, the body automatically rises. Fluid is non-toxic and non-staining.

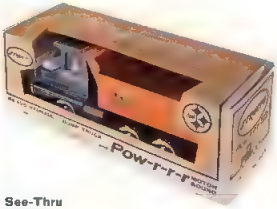
NEW! Hydraulic Sanitation Truck. Operates hydraulically. Lever shifts bucket from fill to dump positions. Top gate opens as bucket dumps. Bottom gate opens as body is lifted into dump position. Sturdily constructed with tandem rear wheels.

NEW! Tractor Trailer Truck. Over 375 cubic inches of cargo space in trailer. Adjustable dolly wheels. Back doors swing open wide. Fifth wheel is replica of the coupling on real vans. A new adaptation of a steady seller.

Silent-glide Wheels. Self-lubricating, noiseless bearings* protect chassis and axle against wear. Typical of details designed to make Structo trucks the most long-lasting toys you can sell.

*U.S. Patent No. 3302291
Canada Patented 1966

Turbine Cab. Every Pow-r-r-r truck has it! Just like the newest real trucks. The big windshield shows interior details. Other real-life design features include nickel-plated hubcaps and chrome-plated wraparound bumpers.



See-Thru Package

Adds sales appeal while protecting your merchandise. Features are highlighted attractively. Ideal for window displays. Stackable for mass displays.

Structo Warranty

Each toy carries our warranty. We guarantee satisfaction, with adjustments handled directly through us. . satisfied customers with no bother for you.

THE STRUCTO POW-R-R-R FLEET

No. 415 Wrecker Truck. Winch crank raises, lowers, and holds towed vehicle. Plated bumper bar holds tow straight. Simulated dome light. Turbine cab with realistic interior.

L-12⅛"; W-5¼", H-6¼". 6/ctn., wt. 22.5 lbs.

No. 423 Hydraulic Dump Truck. Hydraulic cylinder raises body automatically; tailgate swings open. Features heavy-duty tandem dual rear wheels, turbine cab and realistic tool box.

L-12¾"; W-8"; H-8". 6/ctn., wt. 24 lbs.

No. 432 Cement Mixer. New simulated water tank and turbine cab. Realistic mixer action. Plastic drum fills through top hopper, rotates as truck moves. When drum is raised, contents empty down swivel chute. Chute swings toward truck when not in use. Tandem dual rear wheels.

L-16½", W-5½", H-7½". 6/ctn., wt. 24 5 lbs

No. 474 Hydraulic Sanitation Truck. New! Realistic action. Sturdy construction. Hydraulic action shifts bucket from fill to dump positions. Upper gate opens. Hydraulic cylinder raises body to dump load. Tandem rear wheels

L-16½"; W-5¼"; H-7¾". 6/ctn., wt. 35 lbs.

No. 483 Tractor Trailer Truck. New! Adjustable dolly wheels. Realistic coupling. Giant-size trailer holds 375 cubic inches of cargo Tandem dual rear wheels. Back doors swing open for easy loading. Turbine cab.

L-21¼"; W-7¾"; H-5¾". 6/ctn., wt. 39.5 lbs.

The ULTIMATE IN ALUMINUM
MASTER STATEROOM
FORWARD IN DECK LOUNGE
AFTER DECK
AFT DECK LOUNGE
DECK LOUNGE BAR
PRIVATE BATH
TITIAN
DESIGNED BY J. B. HARGRAVE
BUILT BY
BURGER

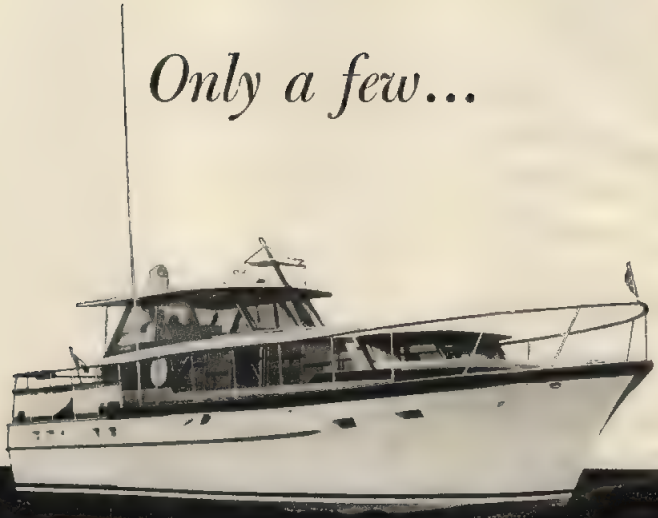
NEW 96 FOOTER . . . AMERICA'S LARGEST ALUMINUM YACHT

From 36 feet to 96 feet . . . that's been the growth in aluminum at the Burger Yard during the past decade. From the time we built America's first all-welded aluminum alloy cruiser until today's ultimate . . this beautiful 96 footer . . . Burger has continued to show the way in aluminum. You are the reason for this growth . . . experienced yachtsmen who wanted the advantages of spaciousness, speed and maintenance that only aluminum could offer . . . men who know that Burger has the capabilities to build the finest boats afloat. We feel well qualified to answer your inquiries.

BURGER BOAT COMPANY, INC. MANITOWOC, WISCONSIN / FIRST IN STEEL / FIRST IN ALUMINUM

CONTACT BURGER DURING N.Y. BOAT SHOW AT ESSEX HOUSE, CI-7-0300

Only a few...



yachtsmen will have the thrill of taking command of a new Shepherd yacht in 1967. Quality demands limited production. The carefully selected materials and the meticulous craftsmanship used to construct any first-quality product are never plentiful, and we use only the best of both. The proud owner of every one of our boats knows he has the finest yacht that could be constructed.

If you are seriously seeking a new yacht, we sincerely solicit your inquiry, but we do earnestly suggest that you contact a Shepherd dealer at your earliest convenience so that we may have ample time to put your yacht in hand, and deliver her to you in time for next season.

Shepherd BOATS LTD.

a wholly owned subsidiary of Trojan Boat Co.

NIAGARA-ON-THE-LAKE • ONTARIO, CANADA

A 1907 ROLLS-ROYCE FOR $6.00 IS A BARGAIN.

ESPECIALLY IF IT COMES WITH TWO PENS.

NO. DP15G
1907 Rolls-Royce Double Pen Stand.
Gold finished model. $6.00 retail.
Single pen stands, too.

You know how men are when it comes to old cars. Pushovers. Real pushovers. That's why "Matchbox" Models of Yesteryear desk accessories rolled up a sentimental gift-sales record last year.

This year we expect to do even better.

Our authentic permanent finished silver or gold replicas of Maxwells, Renaults, Model "T" Fords and Mercedes Benz now stand firmly on new, rich wood-grained pen stands and cigarette boxes.

No ordinary gifts, these. They're made in England. And they look it. Beautifully polished. Meticulously crafted. And each small detail on the cars is just as it was some 60 years ago.

It's enough to turn a hard-bitten businessman into a year-round Santa Claus. (Especially when the top price is only six bucks). Incidentally, the pens actually write. That's a pretty good bargain even without the car.

NO. SB14G
1911 Maxwell.
Small Cigarette Box.
Gold finished model.
$4.00 retail

NO. T-13S
1911 Daimler Ash Tray
Silver finished model.
$4.00 retail

The *real* model car for *real* car collectors.

"MATCHBOX"

FRED BRONNER CORPORATION/120 East 23rd Street, New York, New York

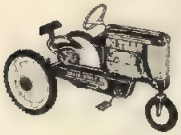
Stay Out in Front in '67

Ride Along with AMF

Velocipede B-965
Dashing—Sporty

Wee Wheeler B-904
Fun for Little Tots

Mustang B-535
Realistic—Exciting



Tractor B-536
With Simulated Motor

AMFun Dome Climber B-218
Light—Strong—Long Lasting

Roadmaster Jr. B-986
20" Sidewalk Bike

Roadmaster Renegade J-1288
With Colorful Basket Carrier

Roadmaster Renegade J-1279M
3-Speed Stick Shift

Hercules 7128
3-Speed Sport Shift

AMF WHEEL GOODS DIVISION
American Machine & Foundry Company
Olney, Illinois 62450

Strombecker Shows Playmates Tootsietoys

Playmates, a complete line of preschool metal cars and trucks was recently introduced by Strombecker's Tootsietoy Division.

Each toy set is styled in an individualized color scheme and is visually gift-packaged in a display box with overwrap. The packaging includes related scenery and a poem.

Featured in this line are various city and farm toys including Kenny's Kennel, Charley Cornhusker, Donny's Delivery, Farmer Jones, Hoky Smoky, Mickey Milk, Tommy Tractor, Choo-Choo Train as well as a Country Folk and City Friends set and a Town and Country set.

Giant-Flash Item Unveiled by Norstar

Giant-Flash, a plastic flashlight whose head is shaped like a clown, is currently being offered by the Norstar Corporation, Bronx, N. Y., with a suggested retail price tag of under $1.50.

The flashlight may be useful as a night-light and to flash messages. Indoors, the light shining through the clown-face's eyes and mouth can project shadows on the walls.

Wonder Division Names Charles Gates Sales Manager

Charles Gates has been appointed sales manager of Wonder-Treasure Books, a division of Grosset & Dunlap, Inc., publishers.

In this new capacity, Mr. Gates will handle sales through direct accounts.

Mr. Gates joined Grosset & Dunlap in 1964 and has been, until this new appointment, field sales manager for Wonder-Treasure Books.

Nosco Chief: Jan. '49

The Nosco Chief, a mechanical wind-up freight train consisting of locomotive, tender, coal hopper, box car, oil tank car, and caboose was offered at $1.98 suggested retail along with 10 sections of banked track by Nosco Plastics.

Mighty Tiny Record Player Uses 2⅜"-Diameter Midget Records

Mighty Tiny, billed as the world's smallest record player, is currently available from Alabe Crafts, Inc., Cincinnati.

The player, which operates on one penlight cell battery, measures 2¾" by 3" by 4½". It plays records 2⅜" in diameter. A Mighty Set which includes three records has a suggested retail of $5.98. A Mighty Tiny Deluxe Set, which includes 12 records, a table record stand, a record carrying case, has a retail tag of $9.98.

The records, available individually, packed in a poly bag, are offered at 29¢ each and include popular music, rock and roll, jazz, folk music, marches, country music, and Hawaiian tunes.

AMF Product Package Comprises Tote-All Truck, Wee Toter Item

A "product package" which can be sold as either one or two toys, has been introduced by AMF Wheel Goods Division, American Machine & Foundry Company.

The package comprises a new Tote-All Truck, a juvenile pedal car, and the firm's Wee Toter, a new two-wheel hand cart which comes complete with two corrugated boxes which children can pack for playtime "product shipments." A special rack on the rear of the truck's cargo section holds the Wee Toter, permitting children to carry it and their boxed "shipments" on "delivery trips".

The white-with-red-trim Tote-All Truck is one of 11 juvenile pedal cars in the 1967 AMF line, while the colorful Wee Toter can be ordered separately as one of four toys in the new Wee Products line for 1967.

Amsco Names Brownstein

Fred X. Brownstein Associates has been appointed sales representative for Amsco Industries, Inc., in Alabama, Florida, Georgia, North Carolina, South Carolina, Tennessee, Virginia and Mississippi, according to William N. Brown, sales manager.

All ☆ Aboard

AMERICAN FLYER

SPECIAL TRAIN SETS

For the first time ever—Gilbert pioneers the complete train set—with American Flyer "All Aboard." All landscaped—all wired—all ready to go!

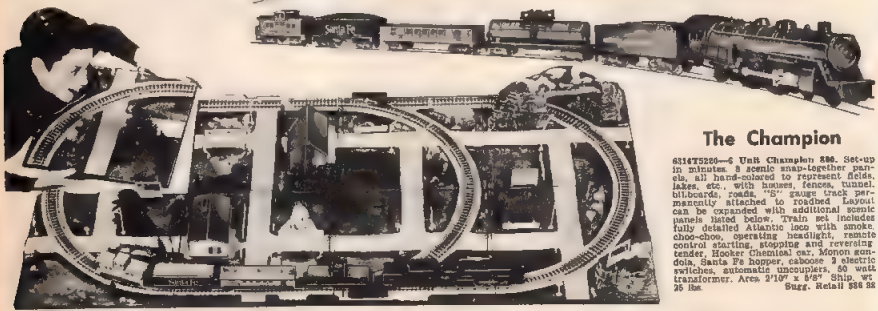
The Westerner

6313T7553—7 Unit Westerner 1200. All landscaped, all wired, all ready to go. 12 durably molded 17" sq scenic panels, hand-colored to represent fields, lakes, ravines, etc., with houses, trees, fences, signs, "S" gauge track permanently attached to roadbed, tunnel. Ready for easy snap-together installation. Layout can be expanded with additional scenic panels listed below. Train includes big Pacific loco with smoke, choo-choo, operating headlight, remote control starting, stopping and reversing, tender, New Haven Car Carrier, Santa Fe box car, Borden Dairy car, Shell tank car, bay-window caboose. Automatic uncouplers, 3 electric switches, crossover, remote control whistle, 50 watt transformer. Area 4'3"x5'9". Truly a deluxe train set. Ship wt. 35 lbs.
Sugg. Retail $185.98

The Pioneer

6313T2988—5 Unit Pioneer 600. Complete set all landscaped, all wired, all ready to go. 6 scenic 17" sq. panels ready to install electrically and mechanically. Rolling stock includes locomotive and tender, Great Northern box car, Bethlehem Steel gondola, red caboose. Tough molded panels are hand-colored to represent fields, lakes, ravines, roads and hills. Complete with houses, trees, fences, signs, "S" gauge track permanently attached to roadbed, tunnel, automatic uncouplers and locomotive with remote control starting, stopping and reversing. Layout can be expanded with additional scenic panels listed below. 25 watt transformer. Area 2'10" x 4'3". Ship. wt. 18 lbs.
Sugg. Retail $51.50

Retail Prices are suggested only . . . they may vary in different areas.



The Champion

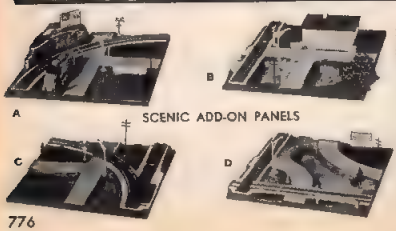
6314T5260—6 Unit Champion 880. Set-up in minutes. 8 scenic snap-together panels, all hand-colored to represent fields, lakes, etc., with houses, fences, tunnel, billboards, roads, "S" gauge track permanently attached to roadbed. Layout can be expanded with additional scenic panels listed below. Train set includes fully detailed Atlantic loco with smoke, choo-choo, operating headlight, remote control starting, stopping and reversing tender, Hooker Chemical car, Monon gondola, Santa Fe hopper, caboose 2 electric switches, automatic uncouplers, 50 watt transformer. Area 2'10" x 5'6". Ship. wt 26 lbs.
Sugg. Retail $88.88

Select Matching Panels to Expand Layouts

Expand the above sets by adding 2 panels of straight track, curved track or matching switches. All panels are 17" sq. and completely ready to install, both electrically and mechanically. Unlimited Expansion Possibilities with interchangeable panels.

(A) 6313T500—Scenic Curve Track Panel. Handsomely decorated curved track panel includes hill, rail fence, billboard, three trees, stop sign, crossing sign, street lamp, and telegraph pole. Ship wt. 4 lbs. **Sugg. Retail $7.95**

(B) 6313T500—Scenic Straight Track Panel. Add straights to make your layout longer and wider. Includes ranch house, lake foot bridge, 2-piece picket fence, one large tree, stop sign, crossing sign, street lamp, telegraph pole. Ship wt. 4 lbs. **Sugg. Retail $7.95**



(C) 6316T700—Scenic Electric Left Switch Panel. Switch control on long lead attaches to transformer panel for remote control operation. Panel includes two trees, stop sign, crossing sign, street lamp telegraph pole. Ship wt. 4 lbs. **Sugg. Retail $11.50**

6317T700—Scenic Electric Right Switch Panel. Includes rail fence, stop sign, crossing sign, street lamp, telegraph pole. Ship wt 4 lbs. **Sugg. Retail $11.50**

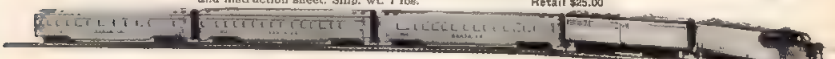
(D) 6319T500—Scenic Cross-Over Panel. A 90° cross-over that will add excitement and versatility to your layout. Includes lake, railroad bridge, billboard, tree, stop sign, crossing sign, street lamp, telegraph pole. Ship wt. 4 lbs. **Sugg. Retail $7.95**

American Flyer for Complete Train Sets.

"HO" GAUGE TRAINS BY *LIONEL*

Diesel Freight—5 Unit

6375T1500—Features: a Santa Fe GP9 Diesel with headlight; timber transport car with logs; gondola car; hopper car, caboose. All cars are authentically styled and detailed. Track features: a full circle layout consisting of: 5 sections of 18" radius curved track, 1 section curved terminal track. Also includes: 800 milliamp power pack, wires and instruction sheet. Ship. wt. 7 lbs. **Retail $25.00**



Passenger Train—5 Unit

6376T1800—Features: a Santa Fe Diesel with headlight, Santa Fe Dummy "B" Unit; 2 Santa Fe Pullman cars; Santa Fe observation car. All cars are authentically styled and detailed. Track features: Elongated oval layout consisting of: 5 sections of 18" radius curved track; 1 curved terminal track; 1 section 9" straight track; 1 section re-railer. Also includes 800 milliamp power pack, wires and instruction sheet. Ship wt. 7 lbs. **Retail $30.00**

Steam Freight Train—8 Unit

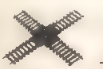
6504T2400—A world of railroading fun is promised by the wide assortment of rolling stock in this set. Train nearly 4 ft. long has blueprint realism throughout. Includes: Pacific steam loco and tender with headlight and smoke, timber transport car, rodeo car with bobbing horses, gondola car, Alaska hopper car, New York Central box car, caboose. Layout consists of 5 sections of 18" radius curved track, 1 section curved terminal track, 1 section 9" straight track, 1 section reraller, 1½ amp DC, AC power pack, wires and instruction sheet. Ship. wt 8 lbs **Mfr's Sugg. Retail $40.00**

"HO" TRACK & ACCESSORIES BY *LIONEL*

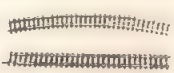
Trestle Set
2679T240 Set includes 46 graduated piers and a central arch bridge. For all HO Lines. **Retail $4.00**

Banjo Signal
6266T360 As train approaches the signal pressure switch on track causes "Stop" arm to swing "to and fro" when train has passed. Action stops when train 4½" high. **Retail $6.00**

Remote-Control Switches
2883T585—This pair of switches can be used with any HO train set. Consists of right and left hand switches. **Ret. $9.75 Pr**



90-Degree Crossing
2884T185 — Allows two main lines to intersect. Especially needed for figure of eight layout. **Retail $2.25**



HO Track
2882T160—Box of 12 curved sections 9" long 18" radius, 24 ties. **Ret. $0.25 ea.**
2881T160—Box of 12 straight sections, 9" long, 31 ties. **Ret. $0.25 ea.**

Snap-on Bumper
5899T78 — Illuminated snap-on bumper prevents train from running off a dead end siding or terminal. **Retail $1.25**

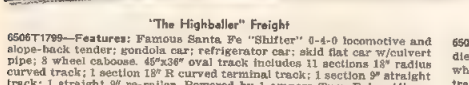
Automatic Gateman
2880T420 As train approaches, pressure switch on track causes gateman in cone out, after train has passed, gateman goes inside. **Retail $7.00**

TYCO "HO" GAUGE TRAINS BY *MANTUA*

- ALL WORM & GEAR DRIVES
- NMRA COUPLERS

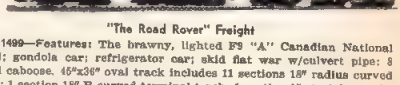
"The Petticoat Junctioner"

6505T2099—The real star of one of America's all time favorite TV shows! Includes 1890 "Ten Wheeler" 4-6-0-locomotive and tender "C & PW Railroad"; 1-1890 "Clerestory" combine car; 2-1890 "Clerestory" coach cars; 1 interchangeable "coal load" for tender; 1 interchangeable straight stack for locomotive. 45"x28" oval track layout has 11 sections of 18" radius curved track, 1 section of 18" R curved terminal track; 1 section of 9" straight track, 1 9" straight re-railer. Powered by 1 ampere Tyco-Pak with directional control and circuit breaker. UL approved. Ship wt 6 lbs. **Retail $34.98**



"The Highballer" Freight

6506T1799—Features: Famous Santa Fe "Shifter" 0-4-0 locomotive and slope-back tender; gondola car; refrigerator car; skid flat car w/culvert pipe; 8 wheel caboose. 45"x36" oval track includes 11 sections 18" radius curved track; 1 section 18" R curved terminal track; 1 section 9" straight track; 1 straight 9" re-railer. Powered by 1 ampere Tyco-Pak w/direction control and circuit breaker. UL approved. Ship. wt. 6 lbs. **Retail $29.98**

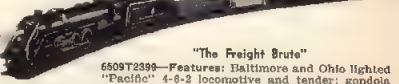


"The Road Rover" Freight

6507T1499—Features: The brawny, lighted F9 "A" Canadian National diesel; gondola car; refrigerator car; skid flat war w/culvert pipe; 8 wheel caboose. 45"x36" oval track includes 11 sections 18" radius curved track; 1 section 18" R curved terminal track; 1 section 9" straight track, 1 straight 9" re-railer. Powered by 1 ampere Tyco-Pak w/direction control and circuit breaker. UL approved. Ship. wt. 6 lbs. **Retail $24.98**

Santa Fe "Travelaire"

6508T2099—Features: Lighted F9 "A" Santa Fe diesel; non-powered F9 "B" diesel unit; streamline dual lighted combine car, streamline dual lighted passenger coach; streamline dual lighted observation car. 45"x36" oval track includes 11 sections 18" radius curved track; 1 section 18" R curved terminal track; 1 section 9" straight track; 1 straight 9" re-railer. Powered by 1 ampere Tyco-Pak with direction control and circuit breaker. UL approved. Ship wt. 8 lbs. **Retail $34.98**



"The Freight Brute"

6509T2399—Features: Baltimore and Ohio lighted "Pacific" 4-6-2 locomotive and tender; gondola car; covered hopper car—operating; box car; skid flat car w/culvert pipe; tank car; 8 wheel caboose 45"x36" oval track consists of 11 sections 18" radius curved track; 1 section 18" R curved terminal track; 1 section 9" straight track, 1 straight 9" re-railer. Powered by 1 ampere Tyco-Pak with direction control and circuit breaker. UL approved. Ship. wt. 9 lbs. **Retail $39.98**

NEW FOR 67!

A-1 SKYRAIDER

engine powered/ready to fly

A CLASSIC IN DESIGN AND PERFORMANCE INSPIRED BY THE FAMOUS GROUND-SUPPORT FIGHTER

- Wing rockets/Sculptured cockpit/Fluorescent-red wing-tip stripes
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- Unbreakable Nylon propeller/Cushion-action landing gear
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- 22¼" wingspan/16" fuselage

Item No. 128 A-1 SKYRAIDER

CAMARO SS 350

engined powered/ready to go

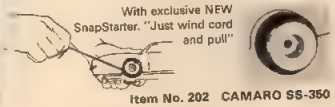
A NEW CONCEPT IN ENGINE-POWERED CIRCULAR RACING..."NO STRINGS ATTACHED". AUTHENTIC 1/18 SCALE MODEL.

That's right—no strings attached! This handsome Chevy inspiration races *in a circle* without a tether line!

It's great!

Adjustable race-circle: from 8 ft. to 50 ft. in diameter.

- Travels up to 30 MPH
- All steel chassis/Nylon gears/Beautifully detailed



Item No. 202 CAMARO SS-350

GUARANTEE

Both models are powered by Thunderbolt™ .049 engines with the needle valve Touch Control. Exclusive 3-year unconditional guarantee.

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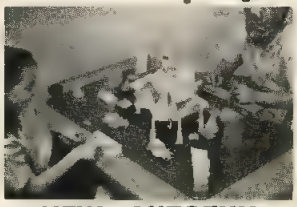
RARIN' TO GO with AMF's dependable .049 engine guaranteed for 3 years and NEW exclusive AMF Snap Starter



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Battery powered cars race 'round a maze as up to 4 players press control switches to SCORE or VOID. 51 PIECES — include 2 motorized cars, switches, buildings, trees, gameboard, track.

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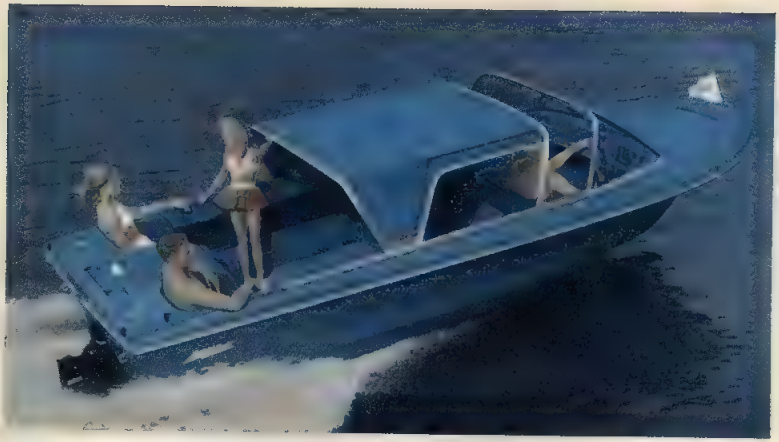

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Aristo Craft 8-TEEN WITH MERCRUISER 120

Its phenomenal popularity attests to the fact that this is the best of all boats. Compare the 8-teen with any other boat in its class. Check the appointments, the bright ideas and luxury features. More important, make a speed run. See for yourself why Aristo-Craft with MerCruiser Power is rated one of the world's great performers.

- **in styling...** Glamorous styling . . . exciting clean lines lift your spirit. More leg, head and storage room than boats far longer. Seats six with big storage area under seats and deck, two 10' side compartments for skis, etc., plus 60 sq. ft. of open cockpit space.
- **in performance...** Brilliant action from a perfected, stabilized deep V hull designed to match famous MerCruiser Stern Drive Power. Split-second acceleration, a soft, dry ride and surefooted maneuverability at high speeds.
- **in safety...** Get the reassurance that comes from a double hull and 20 cubic feet of plastic foam, double normal safety requirements.
- **in extra value...** You get more boat for less because of the efficiency gained in producing one model. Many bonus features for personal pleasure such as complete instrumentation, tinted windshield, sleeper seats, power tilt, bilge pump and blower is the result.

FREE Color Booklet

☐ Rush color catalog with complete details on the boat that is the world's standard of greatness.

☐ Send name of dealer nearest me so I can personally inspect the Aristo-Craft 8-Teen.

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you wanted another best seller so Arrow made *RAGGEDY ANN*© & *ANDY*©

now you have another best seller.

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At the fast rate they're selling, there's obviously a tremendous new surge of interest in these beloved classic storybook dolls that have endeared themselves to almost every child. Our true-to-life vinyl reproductions, with squeeze voices and turning heads, beautifully decorated in non-toxic colors, are only two numbers in Arrow's new and most exciting line in years. See it—for a big profit '67. *May we send you our catalog?*

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The last time we told you we had something small
that ran around in circles, we founded an industry.
Now we have something smaller that will be even bigger,
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"AVENGER 39"

$38,750 COMPLETE

The **first** traditional-design flush-deck yacht, with a **proven,** all new fiberglass hull*. A 39' yacht capable of speeds in excess of 30 mph . . . with the looks, prestige, and spaciousness of big-ship design.

- Designed by Jim Wynne and Walt Walters, famous ocean racers and naval architects.
- Not only fast, but proven remarkably level at all cruising speeds.
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- Avenger 39 comfortably sleeps 8 persons in 4 separate cabins.
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Length 38'8", Beam 13'4", Draft 3'1". *patent applied for

Sudbury Explosion-proof Switch

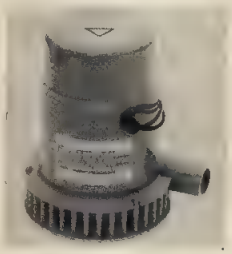
☐ The explosion-proof Fastart switch from Sudbury Laboratory, Box 2359, Sudbury, Mass. will double the voltage on the starter circuit for instant starts with a hotter spark and faster-spinning starter. The switch also permits the use of 12-volt equipment with a 6-volt system and serves as a battery selector permitting the use of one 6-volt battery or several. It is explosion proof and may safely be used with alternators as well as generators since it is designed to maintain charging load at all times. The price is $17.95.

Randy Boatshu

☐ New from the Randolph Shoe Co., Inc., 32 S. Main St., Randolph, Mass 02368 is a leather yachting shoe designed by Gold Medal Olympic sailor George O'Day with slit-grip soles for firm footwork and hand-sewn uppers of soft steerhide in brown or smoked elk colors. The $19.95 shoe is available for men in medium widths and sizes from 6½ to 13. Other Randy Boatshus have canvas uppers, soles with perimeter traction, and a steel shank within the sole for additional comfort.

Rule-Master Bilge Pump

☐ Rule Marine Co., Beverly Farms, Mass. manufactures the tiny (6" high) but powerful Rule Master bilge pump,



Rule-Master Bilge Pump

reported capable of pumping up to 1250 gallons per hour. A completely submersible pump whose capacity, says the company, is approximately 100⅔ greater than competitive pumps, the Rule Master uses 5.6 amps at 12 volts. Housings and internal parts are molded of Delrin acetal resin for quiet operation and no possibility of corrosion.

Federal Flexible Coupling

☐ The Federal Marine Motors Co., Box 56, Orland Park, Ill. manufactures a flexible marine coupling that puts a rubber damper between engine and shaft to do away with most vibration and noise. The coupling, says Federal, also eliminates electrolytic action between bronze prop and cast-iron engine. Models are available for all current U.S. engines to 500 hp.

Ski-Matic

☐ A ski-rope retriever that reels the rope in electrically with the push of a button at the helm is the Ski-Matic from Brammall Industries, Inc., Box 206, Angola, Ind. 46703. One or several Ski-Matic reels can be installed on transom or floorboard and will operate on a 6- or 12-volt battery. When the rope is pulling a skier, strain is exerted on a special rope eyelet in the transom.

Guest Corp.

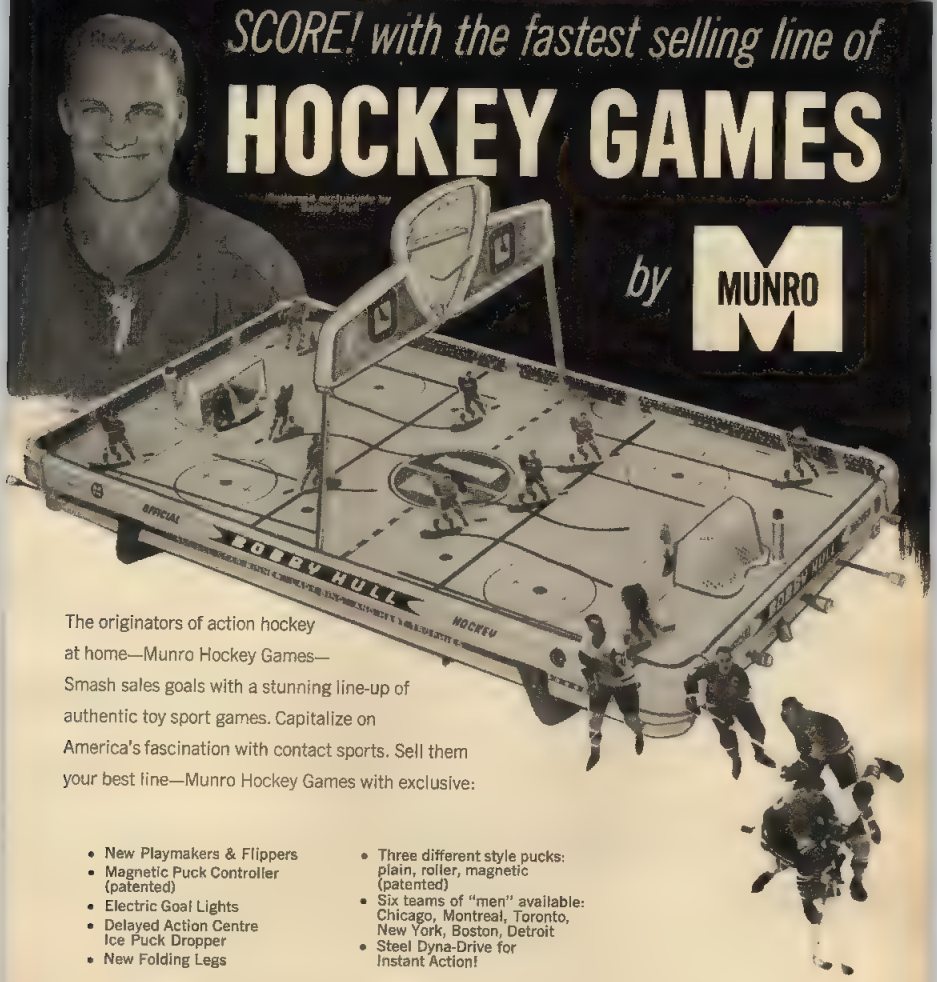
☐ Five new battery-operated lights are announced by the Guest Corp. Bloomfield, Conn.: a combination running light, a cabin lamp, a personal safety flare, a signal beam, and a man-overboard flare. Other Guest lights are several anchor lights, an automatic marker light, the Xenon safety flare, and an electronic safety flare. The $59.95 Xenon flare is an automatic man-overboard light that begins flashing as soon as it hits water. Guest lights have stainless-steel fittings, watertight polypropylene cases, and sealed-beam lamps.

(Continued on next page)

SCORE! with the fastest selling line of

HOCKEY GAMES

by MUNRO



The originators of action hockey at home—Munro Hockey Games—Smash sales goals with a stunning line-up of authentic toy sport games. Capitalize on America's fascination with contact sports. Sell them your best line—Munro Hockey Games with exclusive:

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- Electric Goal Lights
- Delayed Action Centre Ice Puck Dropper
- New Folding Legs
- Three different style pucks: plain, roller, magnetic (patented)
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THIS CHRISTMAS CALL WARDS FOR THAT...

Talk of the Town

BABY'S FIRST CHRISTMAS

12.95

4 ALL

Ask any little girl . . . and she'll tell you she wants the prettiest doll in the world for Christmas. Breath-takingly beautiful, sweet and smiling—this is the doll of her dreams! And surprise! Dolly comes with her own special present to open on Christmas morning—something just for fun, soft and roly-poly. Her gown is spun of cloud-sheer nylon. Cascades of precious lace accent her dainty pillow. She wants you to hold her and cries "Mama!" when you do. Sparkling blue eyes are fringed with thick, thick lashes. Baby-soft rooted hair is caught in a saucy curl, then tied with a satin bow. She's 20 in. tall, has cuddly foam-filled body; soft vinyl head, arms and legs. Baby's First Christmas comes in a pretty gift box to match her present. Treasure this dolly forever!

48 HT 10055 M—Ship. wt. 6 lbs. 10 oz.... Baby's First Christmas **12.95**

BE A MANAGER

Of Big League Baseball Players

New Grand Slam Profit Winner!

Hank Bauer, Mgr., Baltimore says:

"Today's most exciting, most unique, baseball board game!"

YEAR 'ROUND SALES APPEAL...SURE TO LURE FANS FROM 9 TO 90!

- **Endorsed by Hank Bauer, Manager of the World Champion Baltimore Orioles, with his picture and testimonial featured on the game box.**
- **Stars authentic major league teams and players. Players' performances coincide with their actual major league records.**
- **Game participants actually manage big league teams—control pitching, batting, running, plot strategy, call the plays.**
- **Available in National League and American League editions.**
- **To be promoted by Hank Bauer on national television, featured on top sports shows, and autographed by big league ballplayers during personal store appearances.**

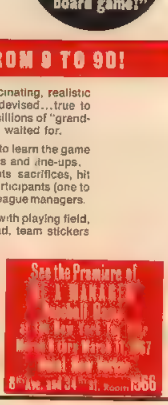
(American League & National League editions may be assorted, if desired)

"BE A MANAGER" is the most fascinating, realistic and accurate baseball game ever devised...true to life baseball action. . .exactly what millions of "grandstand managers" from 9 to 90 have waited for.

Simple rules enable even the novice to learn the game in minutes, decide pitching rotations and line-ups, plot base stealing, pinch hitting, bunts sacrifices, hit and run plays, squeeze plays, etc. Participants (one to five can play) really feel they are big league managers.

"BE A MANAGER" comes complete with playing field, baserunners, charts, dice, score pad, team stickers and simplified rule book.

Coming Soon!! 3 New Games—Baseball De-Luxe Major League & All-Time All Star editions. N.F.L., A.F.L. & De-Luxe Pro-Football Editions.. Pro-Hockey... Pro-Basketball... Pro-Golf...ALL ENDORSED BY TOP SPORTS PERSONALITIES.



BAMCO GAME

Permanent Showroom: Commonwealth Toy Co., 200 Fifth Ave., Room 442

BAMCO ENTERPRISES, INC

26 Court Street, Brooklyn, New York 11201
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battery operated new toys NOW on the market!

Come and see them at our Showroom No,1111, 200 5th Ave., New York 10, N.Y.

★ 4191 Toronado

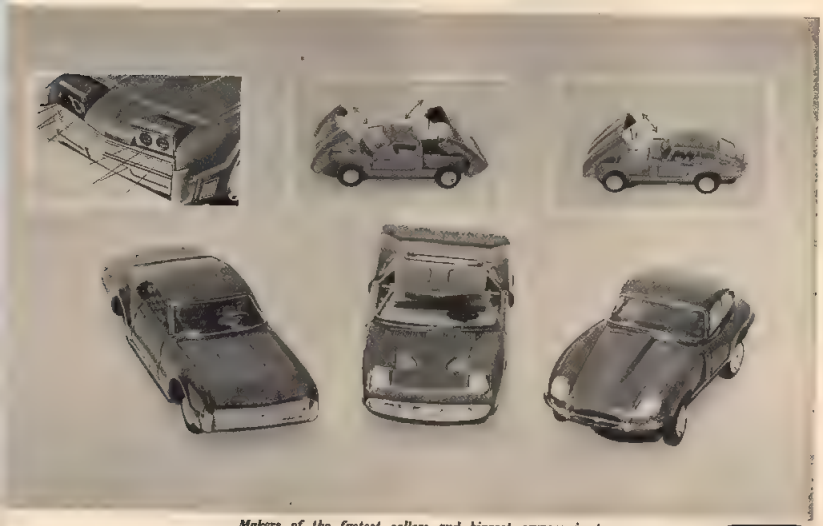
○ Bump-and-Go action with motor sound. ○ Consealed headlights appear and light up. ○ Bright color finished.

★ 4190 Ford G-T

○ Bump-and-Go action with motor sound. ○ Bonnet and trunk open automatically when car stops. ○ Lighted realistic Engine. ○ When bonnet and trunk closed, car starts running.

★ 4175 Jaguar XK-E

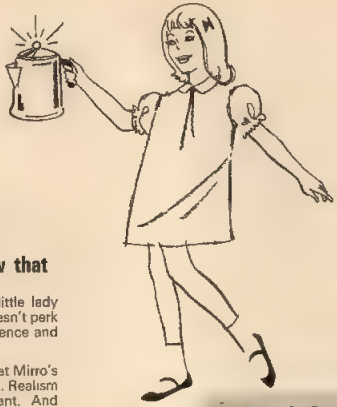
○ Bump-and-Go action with motor sound. ○ Bonnet opens automatically when car stops, revealing realistic Engine. ○ When bonnet closed, car starts running.



Makers of the fastest sellers and biggest earners in toys:

Bandai Co.,Ltd.

4-5, 2-chome, Komagata, Taito-ku, Tokyo, Japan Phone. 842-0441



the coffee must "perk."

Even make-believe housewives know that

Don't get caught trying to peddle the little lady any old kind of coffee pot — one that doesn't perk and doesn't pour. She knows the difference and so will her guests.

Be the "in" store with the young gals. Get Mirro's new Perk 'N' Pour and new Blink O-Perk. Realism — just like Mom's. That's what they want. And when they get it from you . . . YOU profit!

All toys are on display in Room 940, 200 Fifth Ave. Bldg., New York

NEW!

BLINK-O-PERK

Real perking action, battery operated light blinks out many hours of realistic fun. You'll like this carded Blink-O-Perk for individual sales . . insert battery for "perking" action during peak traffic hours. Handsome aluminum shell, perk easy to operate. Battery not included

Number T-3345

BLINK-O-PERK COFFEE SET

Ideal coffee set for little hostesses. Added realism with Plastic Cups Plates and saucers are embossed aluminum

Number T-0144

PERK 'N' POUR WITH MYSTIC CUPS

"Perks" without heat. When pot is tipped to pouring position, beverage disappears into top — looks like coffee is actually being poured out Brand new Mystic Cups have flowing action, yet the non-toxic "coffee" never empties! Made of sturdy plastic for endless hours of fun for youngsters. Bubble packed on attractive card for added eye appeal, longer shelf life, and reduced pilferage.

Number T-3330

PERK 'N' POUR SET

A Deluxe set in every respect! Complete service for four in bright aluminum, highlighted by the Perk 'N' Pour and the new Mystic Cups that have flowing action but are never empty! "Coffee" disappears into top of perk when tilted, and "perks" without heat when set upright. Packed in dazzling foil display box with durable Mylar window

Number T-0155

MIRRO ALUMINUM TOYS

Mirro Aluminum Company, Manitowoc, Wisconsin 54220
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World's Largest Manufacturer of Aluminum Cooking Utensils

FLAT TOP GUITAR OUTFIT. Select hardwood. Standard size with attractive guard plate, accurately fretted fingerboard. Carrying bag with plastic leather binding and button fasteners. Don Sellers record instruction course. Silk finished neck cord. Professional quality pick. Wt. 8 lbs.
24527H2010. . . . . $32.50

BARCLAY AUDITORIUM ARCHED GUITAR OUTFIT. Top and back are birch, brown mahogany finish. Ovaled hard maple fingerboard. Celluloid guard plate. Quality strings. Adjustable bridge. Fine quality carrying bag. Don Sellers record instruction course. Silk finished neck cord, quality pick. Wt. 13 lbs.
24528H3090. . . . . $50.00

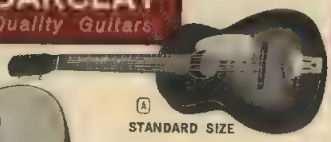
BARCLAY ARCHED GUITAR OUTFIT. Auditorium size, arched top and back. Edges are trimmed in white celluloid. Black polished finish with reddish highlights. Fine quality carrying bag. Don Sellers record instruction course, pick and vinyl felt lined shoulder strap. Wt. 13 lbs.
24529H4485. . . . . $72.50

GRAND CONCERT FOLK GUITAR OUTFIT. Mahogany back and sides, spruce top. Eggshell lacquer finish. Ovaled rosewood fingerboard. Rosewood bridge with bone saddle. Plastic leather binding on bag. Don Sellers record instruction course. Vinyl felt-lined shoulder strap; pick.
24530H3500. 13 lbs. $57.50

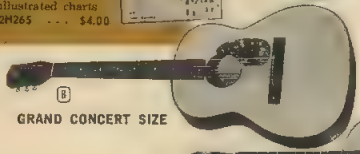
TEACH YOURSELF RECORD COURSES

You'll be amazed at how quickly you can learn to play the guitar with this "Rhythm Guitar" record and illustrated charts.
24572H265 . . . $4.00

BARCLAY
Quality Guitars

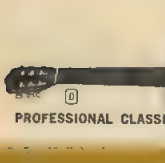


(A) STANDARD SIZE



(B) GRAND CONCERT SIZE

(C) Concert-Size Classic



(D) PROFESSIONAL CLASSIC

GUITAR OUTFIT. Auditorium size, flat-top, slim steel reinforced neck. Laminated maple body. Dark mahogany shaded finish. Shaped guard plate. Mackintosh carrying bag is fleece-lined, has leather binding. Self-teaching record course. Vinyl felt-lined shoulder strap. Wt. 13 lbs.
24526H3090 . . . . . $50.00

(A) BARCLAY STANDARD GUITAR. Mahogany shaded finish, highlighted and grained. White stripping on top edge. Birch construction. Wt. 10 lbs.
24518H1545. . . . . $25.00
24519H742. Chipboard case. Wt. 10 lbs. . . . $12.00

(B) GRAND CONCERT FLAT-TOP GUITAR. Back and sides of choice mahogany. Top of resonant spruce. Natural color eggshell lacquer finish. Ovaled rosewood fingerboard. Rosewood bridge with bone saddle. Excellent for folk song or solo playing. 10 lbs.
24520H2785. . . . . $45.00
24521H742. Chipboard case. Wt. 10 lbs. . . . $12.00

(C) BARCLAY CLASSIC GUITAR. Concert size with walnut finish on back and sides. Spruce top, black and white binding on top edges and soundhole. Inlaid 4 position dots on fingerboard. Wt. 10 lbs.
24522H2165. . . . . $35.00
24523H357. Carrying Bag. $5.70

(D) BARCLAY PROFESSIONAL CLASSIC GUITAR. Tone-tested white spruce top. Figured mahogany back sides and neck. Rosewood fingerboard and headpiece. 6 position dots. Scale length, 24⅞". 18 frets.
24524H4330. Wt. 10 lbs. $70.00
24525H743. Chipboard Case. $12.00

(A) "PLASTWINKLE" ELECTRIC GUITAR. Deluxe double pick up solid body electric guitar complete with spring loaded vibrato 2 volume controls, 2 rocker switches, tone control Adjustable steel reinforced neck Rosewood fingerboard Inlaid position markers with white binding. Flatwound steel strings Shipping weight 13 lbs

24501H7425 Red sparkle $120.00
24502H7425 Blue Sparkle $120.00
24503H7425 Gold sparkle $120.00
24504H928 Chipboard carrying case for above. Velurete lined . . . $15.00

Deluxe Amplifier 5 tubes, 35 watt output 12" speaker 3 inputs 4 controls. Built-in tremolo Pilot lite Fused circuit, on/off switch

24505H6875 Size 19x19x19". Wt. 20 lbs. $110.00

(B) HOLLOW BODY ELECTRIC GUITAR. Double pickup single cutaway "F" hole electric guitar Tone and volume controls 3-position pick up control Plastic enclosed pickups with individual string adjustments, Distinctive mahogany sunburst finish Rosewood fingerboard with inlaid pearl position dots Entire body and fingerboard are bound with white celluloid Angled pickguard Shipping weight 11 lbs.

24506H5195 . . . . . $85.00
24507H775 Chipboard case for above. Velurete lined $12.50

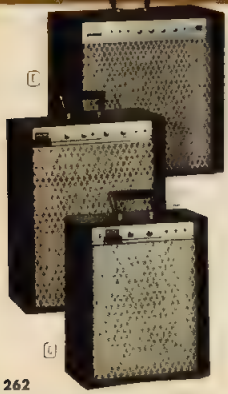
(C) BARCLAY DOUBLE CUTAWAY ELECTRIC GUITAR (with Tremolo) Easy to learn, fun to play Certain to provide countless hours of musical enjoyment Double reinforced steel neck Rosewood finger board with 7 pearl position dots, white celluloid binding White buttons 6 in-line machine heads heavy nickel silver frets Sensitive magnetic pickup with individual adjusting screws Volume and tone controls 2 rocker switches for pick-up control

Shipping weight 10 lbs

24508H4500 . . . . . $75.00
24509H650 Deluxe Bag to fit $10.50
24510H7725 4 String, 2 Pick-up Bass. 20 lbs. $125.00

(D) BARCLAY CONTOUR ELECTRIC GUITAR Light finger action makes it easier to play and learn With the solid vibrant electric tone you'd expect to find only in much more expensive instruments Its quality resonance makes it perfect for either solo or accompaniment Select hardwood body with an attractive, long-lasting finish for a distinctive appearance Steel reinforced neck Tone and volume control.

24511H3410 Shipping weight 10 lbs. $55.00
24512H650 Deluxe Bag. $10.50
24513H6800 4 String 1 Pick-up Bass, 20 lbs. $110.00



(E) DELUXE AMPLIFIER. Powerful, sensitive amplifier makes your instrument sound better. Its natural tone is reproduced without distortion or hum. 5 tubes, 35-watt output, 12" speaker, 3 inputs, 4 controls Built-in tremolo. Pilot lite, Fused circuit; on/off switch Dimensions 19" high, 19" wide, 9" deep Shipping weight 20 lbs.

24514H6875 . . . . . $110.00

(F) AMPLIFIER. Sensitive amplifier provides true sound reproduction. 4 tubes, 8-watt output, 3 inputs, Built-in tremolo unit Heavy duty 8" speaker. 4 controls: volume, tone, tremolo speed and tremolo intensity. Convenient foot switch jack, on/off switch Dimensions: 19x16x8" deep Shipping weight 12 lbs

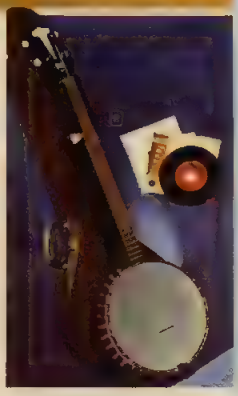
24515H4300 . . . . . $69.50

(G) BARCLAY AMPLIFIER Enjoy true sound reproduction as the tone of your instrument is reproduced without annoying hum or distortion. 3 tubes 5-watt output, 3 inputs, tone and volume control Convenient on/off switch. Dimensions 13x16x7" deep Specially designed PM speaker provides excellent tonal response Wt. 12 lbs.

24516H2940 . . . . . $47.50

(H) BARCLAY FOLK BANJO OUTFIT 5-string folk style banjo with extra-long neck. Ultra-sonic tone. Neck—25 frets, 32" scale nut to bridge Aluminum shell, 30 brackets, 8 inlaid position dots, Geared tuning pegs Chipboard case Don Sellers 5-string instruction record and charts. Plastic neck cord, pick. Shipping weight 12 lbs.

24517H5250 . . . . . $85.00



BARCLAY
Musical instruments

STARTER DRUM KIT 5½x14" snare drum separate tension with self aligning lugs. Includes drum stand, sticks, key, wire brushes, fibre carrying case. Instructions. Sparkle Gold, Sparkle Red or Sparkle Blue. With above accessories. Shipping wt 16 lbs.
24545H4180 . . . . . $67.50

(A) MASTRO DRUM OUTFIT. Includes 14x6½" regular snare drum in copper toned trim and pearl body with tunable Mylar head; adjustable tripod stand, drum sticks, instruction book let and carrying box. Wt. 7 lbs.
24531H1445 . . . . . $22.50
(B) BONGO DRUMS. Hand made, 2 barrel. Professional 6½" and 8" heads.
24532H495 Wt. 4 lbs. . . $8.95
Standard 5⅛" and 5⅜" heads
24533H405 Wt. 3 lbs. . . $7.00

PROFESSIONAL QUALITY PERCUSSION OUTFIT

BARCLAY COMPLETE DRUM OUTFIT Always yearned to play the drums? This outfit can turn a dreamer into a drummer. Consists of 5½x14" snare drum with throw off strainer and muffler. Plus 14x20" double tension bass drum, 14x14" double tension floor tom tom and a 8x12" bass drum mount tom tom. Tom-tom holder and cymbal holder pre- [illegible] accessories. 1 pr bass drum spurs, bass drum pedal, chrome snare drum stand, chrome hi hat, chrome cymbal stand, pair of 16" hi hat cymbals, a 14" cymbal, pair of drum sticks, pair of wire brushes and a drum bag.
24542H18900 Red Pearl Outfit 84 lbs $300.00
24543H18900 White Pearl Wt. 84 lbs. $300.00
[illegible]

(C) BARCLAY DELUXE UKULELE Even non-pianists can have fun strumming a ukulele. Standard size uke of selected mahogany with an eggshell lacquer finish and nylon strings. Wt. 4 lbs.
24534H772 . . . . . $12.50

(D) BARCLAY UKULELE OUTFIT. Standard size hardwood ukulele with polystyrene fingerboard, nonslip friction tuning pegs and nylon strings. Fleece-lined Mackintosh carrying bag. Don Severs learn-at-home instruction course—a 45 RPM record and charts that teach you in a hurry. Wt. 4 lbs.
24535H680 . . . . . $11.00
24536H464 Uke only $7.50

BARCLAY BARITONE UKULELE OUTFIT Mahogany body, white striped top and sound hole. Adjustable pegs, accurate frets. Quality carrying bag. Felt uke pick. Recorded instructions.
24537H1855 6 lbs. . . $30.00
24538H1545 Uke only $25.00
24539H558 Case. . . $9.00

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Learn basic chords, runs, slurs, cut time and songs. Records, illus, charts.
24572H265 Guitar $4.00
24573H108 Uke. $1.75
24574H123 Banjo Tenor $1.95
24575H123 Banjo Baritone $1.95
24576H123 Uke $1.95

BARCLAY DRUM OUTFIT. 5½x14" snare drum with separate tension and triple flanged hoops; 14x20" bass drum with built-in disappearing spurs and cymbal holder, 8x12" Tom Tom with holder, plastic heads, drum stand, foot pedal, drum sticks, wire brushes, 13" cymbal and instructions. Wt. 54 lbs.
24540H14425 Red Pearl. $225.00
24541H14425 Blue Pearl. $225.00

EXPERTLY CRAFTED BAND INSTRUMENTS

(A) BARCLAY CLARINET OUTFITS. Outstanding in quality, response and intonation. Produces a lighter touch and extra response to rapid fingering. Boehm system. Key of Bb, 17 keys, 6 rings. Comes complete with lyre, swab, cork grease and attractive, durable case. Shipping weight 6 lbs.

24546H7425 Ebonite $119.25
24547H8040 Standard Wood $129.95
24548H10500 Artist Wood . . $175.00

(B) BARCLAY FLUTE OUTFIT. Three piece flute with a rich, full bodied tone throughout register. Leakproof and rattleproof. Distinctive nickel plated finish. Boehm system with closed G# key. Sturdy vinyl case is plush lined and has bound edges. Wt. 5 lbs.

24549H7000 . . . . . $125.00

(C) BARCLAY TRUMPET OUTFITS. Clean crisp tone. Med bore 4⅝" bell "Student" model is ideal for beginners. "Standard" is hand-crafted with hand-ground nickel silver valves. "Professional" is made to glorify the talent of an artist. Plush lined case. 9½ lbs.

24550H5250 Student Outfit . . . $ 85.00
24551H9860 Standard Outfit $159.50
24552H12210 Professional Outfit . . $197.50

BARCLAY CORNET OUTFITS. Same quality specifications as the trumpet.

24553H5250 Student Outfit . . . . $ 85.00
24554H9860 Standard Outfit $159.50
24555H12210 Professional Outfit . . $197.50

(D) BARCLAY TROMBONE OUTFITS. Smooth slide action and pure tone. Carefully crafted. Hard tempered inner surfaces eliminate break in period. Brass with lacquer finish. Standard model has 7" bell, professional model has 7½" bell, chrome slides and trim. Wt. 15 lbs.

24556H7000 Standard Outfit . . $125.00
24557H12210 Professional . . . $197.50

(E) ALTO SAX OUTFIT. Superbly crafted of French bell brass with drawn tone holes. Nickel plated keys and mechanism. Modern key guards with adjustable and removable key bumpers. French lacquered. Complete with two-tone case.

24558H17000 Wt 18 lbs $275.00

Tenor Sax Outfit. Same description as above, only tenor model. Wt. 22 lbs.

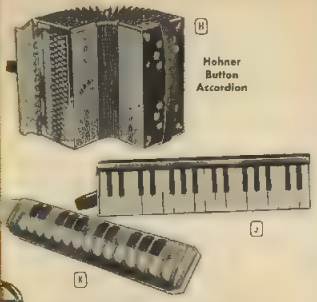
24559H20100 . . . . . $325.00

(F) MECHANICAL METRONOME. Audible visible beat. 40-208 beats/min. Wood case with lustrous finish. 9" high. Base 4½" square. Shipping weight 2 lbs.

24560H962 Walnut $14.95
24561H963 Mahogany $14.95

(G) ELECTRIC FLASH METRONOME. Adjustable pitch, "see and hear" 40-208 beats/minute. Lustrous case. Size 5¼x4¼" wide. 110-120v. Wt. 2 lbs.

24562H1445 . . . . . $19.95



Hohner Button Accordion

(H) HOHNER BUTTON ACCORDION. Germany's finest! 5⅞x11" Stradella, 21 composition keys, 8 bass keys, 4 sets of steel reeds. Walnut finish. Shipping weight 9 lbs.

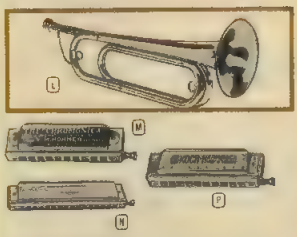
24563H5150 . . . . . $80.00

(J) CLAVIETTA. Unique instrument with piano-type keyboard. 34 notes in all. Adjustable spring tensioning insures light fingering. 15" long. Shipping weight 4 lbs.

24564H3340 . . . . . $45.00

(K) HOHNER MELODICA. Two full chromatic octaves. Scientifically tuned brass reeds. Available in 3 popular models . . . choose the one just right for your needs. Wt. 2 lbs.

24565H755 Student . . . . . $ 9.95
24566H928 Soprano $12.50
24567H1115 Alto $14.95



CHECK THESE LOW PRICES!

(L) BARCLAY BUGLE. Built in key of G with slide to F. Brass polished finish. Nickel plated mouthpiece and chain. Broad flute rim on bell. 15⅜" long. Bell diameter, 4½". U.S. Regulation. Shipping weight 2½ lbs.

24568H839 . . . . . $13.50

(M) HOHNER CHROMONICA. Made by German craftsmen in the most meticulous, time-honored tradition. Key of C or G. 40 reeds, 10 holes. Shipping weight 1 lb.

24569H755 . . . . . $10.00

(N) HOHNER "64" CHROMONICA. The name Hohner is your assurance of superior tone and trouble-free construction. Features 4 full chromatic octaves. 54 reeds. Key of C. Shipping weight 1½ lbs. An outstanding value.

24570H1508 . . . . . $20.00

(P) KOCH CHROMATIC HARMONICA. Here's proof you needn't invest a lot of money to enjoy pleasant harmonica sounds. ½ notes (sharps, flats). 40 brass reeds. Key of C or G. 4⅞" long. Shipping weight 1 lb.

24571H556 . . . . . $7.50

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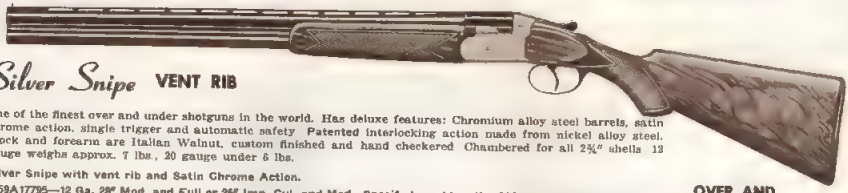


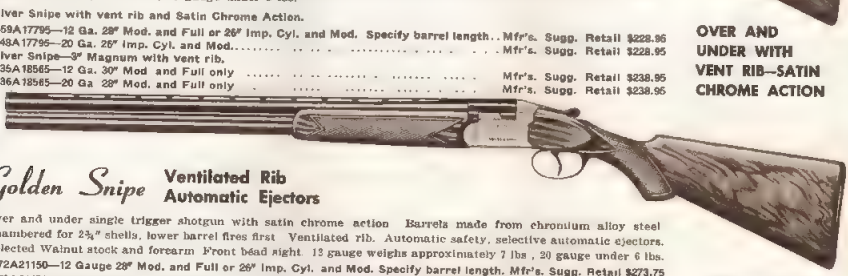
Silver Snipe VENT RIB

One of the finest over and under shotguns in the world. Has deluxe features: Chromium alloy steel barrels, satin chrome action, single trigger and automatic safety Patented interlocking action made from nickel alloy steel. Stock and forearm are Italian Walnut, custom finished and hand checkered Chambered for all 2¾" shells 12 gauge weighs approx. 7 lbs., 20 gauge under 6 lbs.

Silver Snipe with vent rib and Satin Chrome Action.

3459A17795—12 Ga. 28" Mod. and Full or 26" Imp. Cyl. and Mod. Specify barrel length.. Mfr's. Sugg. Retail $228.95
3748A17795—20 Ga. 26" Imp. Cyl. and Mod..... Mfr's. Sugg. Retail $228.95
Silver Snipe—3" Magnum with vent rib.
4135A18565—12 Ga. 30" Mod and Full only ..... Mfr's. Sugg. Retail $238.95
4136A18565—20 Ga 28" Mod. and Full only ..... Mfr's. Sugg. Retail $238.95

OVER AND UNDER WITH VENT RIB—SATIN CHROME ACTION

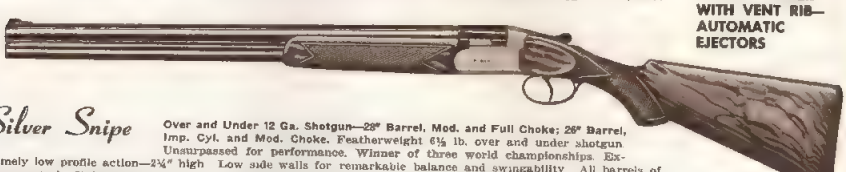


Golden Snipe Ventilated Rib Automatic Ejectors

Over and under single trigger shotgun with satin chrome action Barrels made from chromium alloy steel Chambered for 2¾" shells, lower barrel fires first Ventilated rib. Automatic safety, selective automatic ejectors. Selected Walnut stock and forearm Front bead sight 12 gauge weighs approximately 7 lbs, 20 gauge under 6 lbs.

4372A21150—12 Gauge 28" Mod. and Full or 26" Imp. Cyl. and Mod. Specify barrel length. Mfr's. Sugg. Retail $273.75
4373A21150—20 Gauge 28" Mod. and Full or 26" Imp. Cyl. and Mod. Specify barrel length. Mfr's. Sugg. Retail $273.75

OVER & UNDER WITH VENT RIB—AUTOMATIC EJECTORS

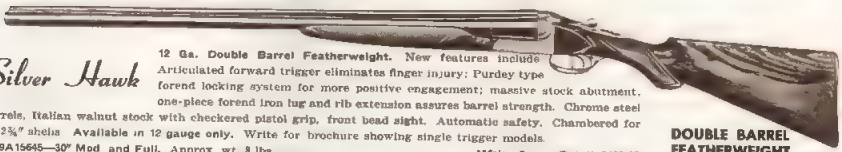


Silver Snipe

Over and Under 12 Ga. Shotgun—28" Barrel, Mod. and Full Choke; 26" Barrel, Imp. Cyl. and Mod. Choke. Featherweight 6½ lb. over and under shotgun Unsurpassed for performance. Winner of three world championships. Extremely low profile action—2¼" high Low side walls for remarkable balance and swingability All barrels of chrome steel Italian Walnut stock, hand checkered Automatic safety. Blade front sight, notched rear sight

3037A15295—12 Ga. 28" Mod. and Full or 26" Imp. Cyl. and Mod. Specify barrel length.. Mfr's. Sugg. Retail $195.95
3747A15295—20 Ga. 28" Mod. and Full or 26" Imp. Cyl. and Mod. Specify barrel length . Mfr's. Sugg. Retail $195.95
SILVER SNIPE—3" MAGNUM.
4137A16065—12 Ga. 30" Mod. and Full only ..... Mfr's. Sugg. Retail $205.95
4138A16065—20 Ga. 28" Mod. and Full only..... Mfr's. Sugg. Retail $205.95

OVER & UNDER SINGLE TRIGGER FEATHERWEIGHT

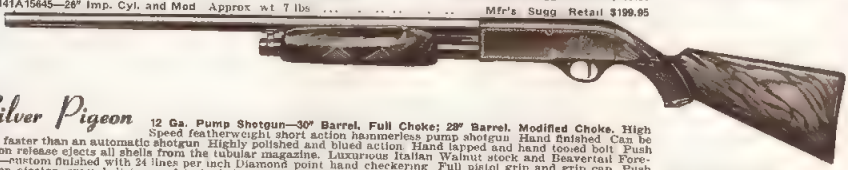


Silver Hawk

12 Ga. Double Barrel Featherweight. New features include Articulated forward trigger eliminates finger injury; Purdey type forend locking system for more positive engagement; massive stock abutment, one-piece forend iron lug and rib extension assures barrel strength. Chrome steel barrels, Italian walnut stock with checkered pistol grip, front bead sight. Automatic safety. Chambered for all 2¾" shells **Available in 12 gauge only.** Write for brochure showing single trigger models.

4139A15645—30" Mod and Full. Approx wt 8 lbs. .. Mfr's. Sugg. Retail $199.95
4140A15645—28" Mod and Full. Approx wt 7 lbs. ... Mfr's. Sugg. Retail $199.95
4141A15645—26" Imp. Cyl. and Mod Approx wt 7 lbs ... Mfr's Sugg Retail $199.95

DOUBLE BARREL FEATHERWEIGHT DOUBLE TRIGGER



Silver Pigeon

12 Ga. Pump Shotgun—30" Barrel, Full Choke; 28" Barrel, Modified Choke. High Speed featherweight short action hammerless pump shotgun Hand finished Can be fired faster than an automatic shotgun Highly polished and blued action Hand lapped and hand tooled bolt Push button release ejects all shells from the tubular magazine. Luxurious Italian Walnut stock and Beavertail Forearm—custom finished with 24 lines per inch Diamond point hand checkering Full pistol grip and grip cap Push button ejector, cross-bolt type safety built into trigger guard With chrome steel heat resistant quick detachable barrel for easy takedown. Silver bead front sight -notched rear sight. 5-shot capacity (with 3-shot plug). Weight under 7 lbs. **Available in 12 ga. only.**

3030A7864—30" Full or 28" Modified. Specify barrel length. ..... Mfr's. Sugg. Retail $102.60

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Korlis Ltd 10 Humphrey St Englewood N J
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Raleigh Inds of America Inc 1168-1170 Commonwealth Ave Boston Mass 02134
Tomy Co Inc 3-15 Komagata 1-chome Taito-Ku Tokyo Japan
Yoder Mfg Co 1823 E 17 St Little Rock Ark

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Harris D P Hardware & Mfg Co 99 Chambers St New York 7 N Y
Korlis Ltd 10 Humphrey St Englewood N J
Novo Industrial Corp Delta Electric Div Marion Ind
Raleigh Inds of America Inc 1168-1170 Commonwealth Ave Boston Mass 02134

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Lightweights, Middleweights, Sidewalks, 20" Convertibles, Adult 3-Wheelers, Tandems, Dragsters, 10-Speeds.

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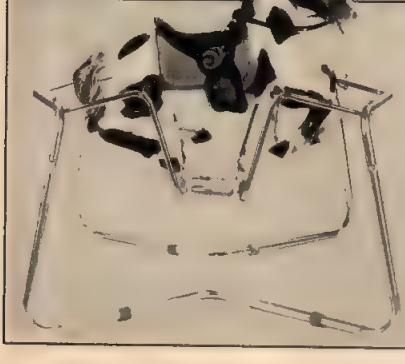
Don't Miss *Apache*

Blazon's Great New Horse



Apache... Excitingly New And Different

You'll be amazed at the brilliance of the colors on all Blazon horses... made possible by the new Formula 907. For the best horses on the range you've got to see the Blazon stable at the Toy Show.

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Pull trigger

Snap-in club

Make golfer shoot

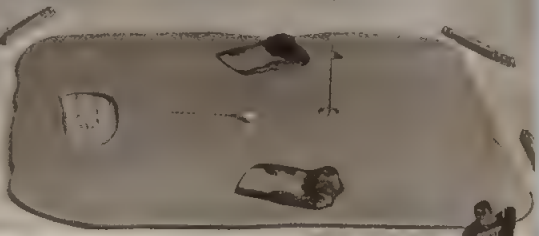
New this Christmas

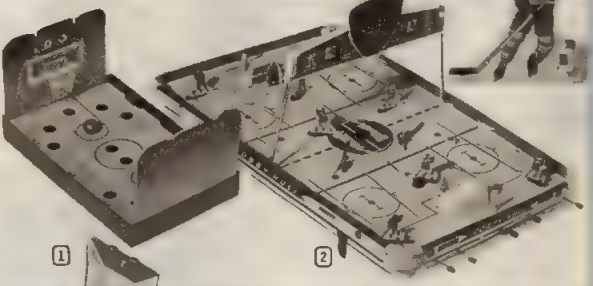
Single golf **5.88** Two-some golf **7.88**

Marx's PRO-AM golf game

Pro or duffer? It's skill that counts in this action-packed game. At the end of the club is your own "pro" golfer. Choose the right club for him . . . pull trigger and make him shoot. 6 snap-in golf clubs; 1 and 4 wood, 5 and 7 irons, putter, wedge; 4 styrofoam balls and 3x3 ft. green with lake, bunkers etc.
Z36 J 3486. Mail. Shipping weight 6 lbs. . . . 5.88

TWO-SOME PRO-AM Golf. Green, 2 golfers, 2 sets clubs, balls.
Z36 J 3489. Mailable. Shipping weight 8 lbs..... ..... 7.88





[1] BAS-KET tests your skill as a playmaker! Turn the levers to shoot, pass, rebound, score! Fiberboard surface; steel movements, flippers, rods, 20x12-in. Includes: six "players" scoreboard, game ball and rules. Mailable.
Z36 J 2693. (6 lbs.)..... 3.98

[2] BOBBY HULL NHL HOCKEY. Make metal players whiz across the ice. Score a goal . . . end-zone play-maker flips the puck back on "ice" for more play. Elevated scoreboard has delayed action center ice puck ejector. Sturdy steel frame; folding plastic legs. 21x36-in. 3 pucks incl. Uses 2 "D" batteries (not included, see page 394). Mailable.
W36 J 2682. (14 lbs.).... 12.98

1

2

PASS 'N SHOOT BASKETBALL . . . you play like a pro! Dash across the court! Dodge, pass, shoot and rebound! Lever-action lets you control players. Steel frame has molded plastic corners, hardboard base. Back boards are hi-impact styrene plastic. Steel slide-action gear movements, flippers and rods. Includes: 4 metal players, 2 balls, 2 plastic nets, 2 scoreboards and rules. **9.98**
W36 J 3444. 30x15x4-in. high. Mailable. (9 lbs.).....9.98

BIG ELECTRIC ACTION FOOTBALL. Run, block, kick, tackle, . . . each team has metal kicker-passer who boots or passes ball, plus eleven 3-D players! Automatic timer starts—stops with each play. Steel frame; colorful grandstand with scoreboard. Magnetic down, yard marker, flags, goalposts. 110-120V, AC only. UL listed. **5.98**
Z36 J 3306. 27x16x2-in. high. Mailable. (6 lbs.).....5.98

Budget Power terms are lowest ever, with longer time to pay

BARBIE WATCH . . . Pony-tailed Barbie has autographed her picture for a lucky little girl! Shock resistant. Base metal case has gold color top. Sh. wt. 12 oz. . . 8.99
54 J 1550

PRINCESS CHARMING . . such a delicate beauty—its sure to delight any little charmer! Oval crystal and dial are enhanced by a softly florentined case. Petite Black strap of genuine leather. Shock resistant Swiss movement. Base metal case has gold color top.
54 J 1552. (12 oz.) 7.88

SWISS CLASSIC watch for boys! Dependable, shock resistant. Luminous dial. Base metal case Chrome plated top. (14 oz.) . 8.99
54 J 1502

WATERPROOF* calendar watch . . . the young man's favorite! Shock resistant Swiss movement Luminous hands, markers; sweep second hand. Base metal case has chrome plated top, stainless steel back.
54 J 1995. (14 oz.) 10.88

*Waterproof while crown, case and crystal are intact.

1-4 GIRLS' AND BOYS' RINGS. 10K gold settings with sparkling center stones. Mailed free from jeweler in New Jersey, allow two weeks plus transit. Order by Dec. 5 for Christmas. State size (4 thru 9); birthmonth (where indicated). See chart, pg. 278.
F54 J 2126P. (1) Square simulated birthstone. 4.49
F54 J 2141. (2) Black onyx with diamond chip. . . . 8.99
F54 J 2140P. (3) Heart shaped synthetic birthstone. 7.98

(4) Handsome signet ring for boys. Genuine black onyx.
F54 J 2129P. State one initial 8.98
F54 J 2131P. As above with 2 diamond chips . . 13.98

Four gifts in one for boys or girls!

His or her Swiss watches plus smart accessories . . . handsomely gift boxed **9.88**

FOR JUNIOR GENT . . . four terrific gifts! Shock resistant Swiss watch has sweep second hand, Gold color base metal case, matching expansion band. Plus a 3-way zip-split leather wallet and ball point pen, pencil set. Gift boxed.
54 J 1586. (1 lb. 4 oz.) . . . 9.88

FOR JUNIOR MISS . . . four pretty presents she's sure to love! An ever so dainty Swiss watch in gleaming gold color base metal case with a matching expansion band. Plus ring (fits all sizes), pendant and ID bracelet (not en graved). Gift boxed.
54 J 1590. (1 lb. 6 oz.) . . . 9.88

The watch that has "everything"

10.95

For the young sportsman! Waterproof* swimmer's watch with calendar window, sweep second hand and Black 60 minute elapse timer Shock-resistant, anti-magnetic movement is electronically timed. Base metal case has chrome plated top, stainless steel back. Smart Black underwater strap.
54 J 1315. (1 lb. 4 oz.) 10.95

A watch to teach them to tell time

8.44

"The Time Teacher" for some lucky boy or girl! A special numerical and color system makes it so easy to learn to tell time! Sweep second hand. Swiss movement is anti-magnetic and shock resistant Base metal case has chrome plated top, matching exp band. Instructions.
54 J 1592. (12 oz.) . 8.44

See Page 277 for low Budget Power monthly terms—No Money Down

Beautiful, break-resistant **Boontonware** is ideally suited to casual dining and entertaining. Distinctively styled, **Boontonware** includes colorful patterns for both traditional and contemporary settings.

54-piece service for 8 contains: 8 ea. decorated dinner plates, dessert/sandwich plates, decorated saucers, cups, dessert bowls, soup/salad bowls; plus 2 veg. serv. dishes and 1 ea. platter and 3-pc. sugar/creamer set. Wt. 16 lbs.

81-piece service for 12 contains. Same as above, with 12 place settings plus extra serving platter and 2-pc. salt and pepper set. Wt. 20 lbs.

Boontonware

Americana — for early American decor, with solid color pieces in Taffy Yellow and white. Resistain cups.

Shadow Leaf — leaf pattern capturing autumn colors, with solid color pieces in Sandalwood and white. Resistain cups.

Radiance — cool colors in a contemporary design radiate from central circle; solid color pieces in Torquoise and white. Resistain cups.

Shasta Daisy — gay spring daisies on a crisp white field, with solid color pieces in Fern Green and white. Resistain cups.

30395L2667 -54 pc. service for 8 **(specify pattern)**..... **$39.98**
30396L3997—81 pc. service for 8 **(specify pattern)**..... **$59.98**

53-piece service for 8 contains. 8 ea. decorated dinner plates, sandwich plates, saucers, cups, dessert bowls, soup/salad bowls, plus 1 ea. veg. serv. dish, platter, 3-pc. sugar/creamer set.

Country Store — quaint, colorful. Solid color pieces in Taffy Yellow and white.

Ivy — an encircling ivy leaf border. Solid color pieces in Olive Mist and white.

30391L1997—53 pc. service for 8 **(specify pattern)**.....**$29.98**

45-piece service for 8 contains: 8 ea. dinner plates, sandwich plates, saucers, cups, 12 oz. bowls; 1 ea. veg. dish, platter, 3-pc. sugar/creamer set. Wt. 13 lbs.

Bachelor Buttons — Beautiful floral sidespray with solid color pieces in Blue and white.

30397L1667—45 pc. service for 8.....**$24.98**

TWO YEAR BREAKAGE GUARANTEE

DISHWASHER SAFE

BROOKPARK

FINE QUALITY MELAMINE® DINNERWARE

- ★ NEWEST CONCEPT IN STEMWARE AND BARWARE
- ★ NEW BREAK-RESISTANT SUPER-GLOSS, SCRATCH-RESISTANT DINNERWARE
- ★ EXCITING NEW PATTERNS
- ★ SMART DECORATOR ACCESSORY COLORS
- ★ EXCLUSIVE PERMACLEAN CUPS
- ★ FULL BROOKPARK 2 YEAR GUARANTEE
- ★ COMPLETE SELECTION IN EVERY PRICE RANGE AND ONLY BROOKPARK HAS IT!

featuring PERMACLEAN CUPS
A Brookpark exclusive!
The melamine cup that is guaranteed against permanent staining!

COMPOSITION OF 45 PC. SETS OF BROOKPARK DINNERWARE

8—Dinner Plates
8—Luncheon/Salad Plates
8—Saucers
8—Soup/Cereal Bowls
8—Permaclean Cups
1—Vegetable Bowl
1—Platter/or Chop Plate
1—3 Pc. Creamer & Sugar Set

BANQUET

Rich with the atmosphere of the old world countryside, the warmth of hospitality. Encircled pattern of country fruits in Avocado, Purple, Cranberry, Gold and soft-Yellow Decorated 10¼" Dinner Plates, 8" Luncheon Plates, 6" Saucers and 12½" Chop Plate. Accessory pieces in dual-color Avocado. Retail
5217H3330—45 Pc. Set. Ship. wt. 17 lbs. $49.95

EL DORADO

Abstract design created in colors of Turquoise and Olive Green. Decorated 10¼" Dinner Plates, 8" Luncheon Plates, 6" Saucers and 12½" Chop Plate. Accessory pieces in Turquoise. Retail
9959H2663—45 Pc. Set
Ship. wt. 17 lbs. $39.95

ARISTOCRAT

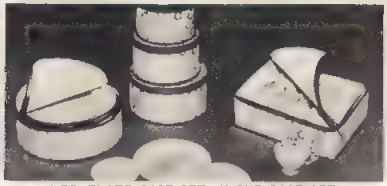
Elegant side spray rose in Light Grey on porcelain-like surface of snow white Dual-color bottom border and outsides of Bright Red Decorated 9¾" Dinner Plates, 6¾" Luncheon Plates, 5¾" Saucers and 12" Platter. Accessory pieces in Bright Red. Retail
5218H2663—45 Pc. Set Ship. wt. 14 lbs $38.95

NAPA VALLEY

Refreshing look of the finest stoneware . . . all-over color of Olive Green makes a handsome background for grape cluster of Burnt Orange. Olive Green and Gold pattern, produced from hand-painted original. Decorated 10¼" Dinner Plates, 8" Luncheon Plates, 6" Saucers and 12½" Chop Plate Accessories in Gold Retail
9819H2663—45 Pc Set. Ship wt. 17 lbs. $39.95

DISH AND CUP PAK SET

9572H730—Have full all-around zippers for easy inserting Dish-paks hold 12 each: 12" Dinner Plates, 9½" Salad Plates, 8" Bread Plates and 7" Saucers: 48 Dish Pads prevent cracking, chipping or scratching . . . One 12 Cup Pak. Gold quality quilted vinyl. Wt. 3 lbs. Sugg. Retail $10.95



4 PC. PLATE CASE SET—12 CUP CASE SET

Delicate Golden Baroque pattern in taffeta-like vinyl Provides dust-free storage and protection from chipping All-around zippers for easy access

4 PC. PLATE CASE SET W/PADS

5219H495—Includes 11½" dia. case for Dinner Plates, 9" for Salads or Soups 7½" for Bread and Butters, 6½" for Saucers. 48 Pads included to guard against chipping, cracking and scratching Ship wt. 1¼ lbs Sugg Retail $7.45

12 CUP CASE SET

9711H330—12½"x8"x4½" rectangular shape quilted vinyl Cup Case Snap-together dividers form 12 separate pockets Crush resistant inner lines Ship. wt. 1 lb. Sugg. Retail $4.95

STEMWARE CASE

9713H450—"Golden Baroque" -gold scroll on White quilted vinyl. Crush resistant inner liner; quilted vinyl inside lining, snap-fasten sections form individual pockets Case stores 12 pcs. 7¼" high, 4" diameter Ship. wt. 1½ lbs. Sugg. Retail $6.95

AMERICA'S FAVORITE MELAMINE DINNERWARE

Set Composition
46-Pc. Service For Eight
Each Set Contains

- 8—Dinner Plates
- 8—Dessert (Luncheon) Plates
- 8—Saucers
- 8—Cups
- 8—Soup Bowls
- 1—Serving Platter
- 2—Vegetable Serving Dishes
- 1—3 Pc. Sugar & Creamer Set

Somerset—46 Pc Set "Shadow Leaf" Captures the crispness and color of early autumn Dinner plates, saucers are decorated Stain free cups, luncheon plates, 18 oz soup bowls in sandalwood Vegetable serving dishes and platter in white Sugar bowl and creamer in sandalwood with white lid Ship wt. 15½ lbs
9485H1998 Retail $29.98

Boonton ware
finest of all melamine dinnerware

Somerset—46 Pc Set "Regency"—A classic border design of mauve petals entwined in a scroll of metallic gold Dinner plates, luncheon plates and saucers are decorated Stain-free cups, vegetable serving dishes, platter, 18 oz soup bowls and covered sugar bowl and creamer in white. Ship wt 17 lbs.
9967H2332 Retail $34.98

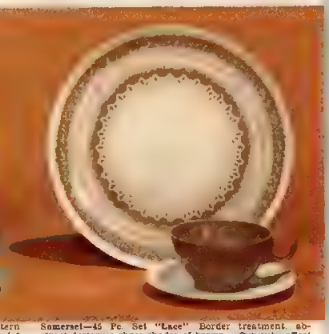
Somerset—46 Pc Set "Bamboo"—Cool soft shades of Olive, Grey and Beige are employed in this delightful bamboo motif Dinner plates and saucers are decorated Luncheon plates, stain-free cups, 18 oz soup bowls in Olive Mist Vegetable serving dishes and platter in White Sugar bowl and creamer in Olive Mist with White lid. Ship wt 15½ lbs
9814H1998 Retail $29.98

Somerset—46 Pc. Set "Americana" Warm glowing Early American shades of olive and gold spiced with a dash of red and black on a soft pea and plank textured background Dinner plates and saucers are decorated. Stain-free cups in sandalwood Luncheon plates 18 oz soup bowls and platter in taffy yellow Vegetable serving dishes in white Sugar bowl and creamer in taffy yellow with white lid. Ship. wt. 15½ lbs.
5167H1998 Retail $29.98

Somerset—46 Pc. Set "Bountiful"—A sidespray fruit motif with a rich interplay of Reds Greens, Golds and Earthtones Dinner plates luncheon plates and saucers are decorated Stain-free cups, 18 oz soup bowls in Sandalwood Vegetable serving dishes and platter in White Sugar bowl and creamer in Sandalwood with White lid Ship wt. 17½ lbs
9965H2332 Retail $34.98

Somerset—45 Pc. Set "Bachelor Buttons"—A bold side spray delicately detailed and in current fashion tones of blue turquoise and olive Decorated dinner plates Lavender blue dessert plates, saucers and stain free cups Platter dessert bowls and vegetable serving dish in white Sugar bowl and creamer in lavender blue with white lid. Ship. wt. 14½ lbs.
9969H1665 Retail $24.98

Somerset—46 Pc Set "Radiance" Colorful border pattern of alternate blocks of blue and green contrasted by solid turquoise band composed of radial lines Dinner plates and saucers are decorated Luncheon plates stain free cups and soup bowls in turquoise Serving dishes and platter in white Sugar bowl and creamer in turquoise with white lid. Ship wt. 15½ lbs.
5169H1998 Retail $29.98



Somerset—45 Pc. Set "Lace" Border treatment abstract design in three shades of brown Cut-out effect in center of plate resembles lace doily Decorated dinner plates Dessert plates, stain-free cups and saucers in sandalwood Platter, vegetable serving dish and soup bowls in white Sugar bowl and creamer in sandalwood with white lid. Ship wt. 15½ lbs.
5168H1665 Retail $34.98

World Famous **BROTHER**® DeLuxe Typewriters

Automatic Push-button Tabulator

Exclusive Rapid Paper Advance

Pushbutton Selector . . . just push for your choice of two-color ribbon and stencil position.

HOME-OFFICE TYPEWRITER WITH VACUUM MOLDED CASE

Full featured exceptionally attractive unit. Ideal for office or home use. Many exclusive features include rapid paper advance, automatic tabulator, touch control, segment shift, pushbutton two-color ribbon, variable line finder, stencil control, wide 10 inch carriage. Has 88 character keyboard and is of all steel construction. Luxurious vacuum molded case with snap-out holding mechanism. Weight: 24½ lbs.

893N7813—Ultra-Deluxe Typewriter—
Pica Type . . . . . Retail $119.95
894N7813—Ultra-Deluxe Typewriter—
Elite Type . . . . . Retail $119.95
Same model with Wide, Wide 13 Inch Extra Wide Carriage, Plus All of the Features of the Above. Weight 28¼ lbs.
895N8688—Ultra-Deluxe Typewriter—
Pica Type . . . . . Retail $129.95
896N8688—Ultra-Deluxe Typewriter—
Elite Type . . . . . Retail $129.95

88 KEY HEAVY DUTY COMPACT

Ideal for students and members of the family. Has bonus 88 characters, including full exclamation point, numeral 1, plus and equal signs. Its many features include two-color stencil position, touch control, anti-jam release, retractable paper support arm. All steel construction. Contour carrying case included. Wt.: 15 lbs.

897N4594—Compact Typewriter with
Special Pic-Elite Type . . . . . Retail $69.95

OUR BUDGET BANTAMWEIGHT

Full office keyboard with heavy weight performance makes this an extraordinary value. Rugged all steel construction, full 84 characters, has 1, ½, 2 line spacing, line finder and paper bale, automatic and manual ribbon release. It's a handy portable with contour carrying case included. Weight. 15 lbs.

900N3742—Bantamweight Typewriter with
Special Pic-Elite Type . . . . . Retail $49.95

All Typewriters FULLY Guaranteed in Writing

Tallymaster by VICTOR

SPEEDEE ADD-A-MATIC

Compact, sturdy, accurate! Totals to a capacity of 999,999,999. Slanting keyboard with easy-to-read total window. Reset lever clears in an instant. Numbers are easy to read and designed for speedy, accurate touch. Heavy Gray plastic case. Simple instructions included. Ship. wt. 5 lbs.

910N2250 . . . . . Sugg. Retail $39.95

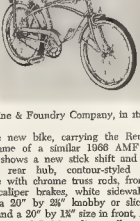
Tallymaster 770 from America's largest manufacturer of adding machines. Home adder with uses as endless as your imagination, budgeting, tax records, bank statements, school projects, office homework, bill checking, etc. Easy to operate 10 key keyboard, adds, multiplies, corrects, repeats, totals, lists with accuracy and speed. (Does not subtract.) You can use this hand-operated machine anywhere, portable weighs only 10 lbs., compact 13" x 7" x 6". Enters up to seven figures, total up to 999,999,99. Detail tape provides permanent printed record of all figurework. Ship. wt. 12 lbs.

911N4920 . . . . . Sugg. Retail $69.95

Prompt Shipments from Bennett's—Chicago or New York

AMF Wheels Out Roadmaster Renegade

A new Roadmaster Renegade III, a 3-on-the-bar stick-shift bicycle in the 20" high-riser class, has been introduced by AMF Wheel Goods Division, American



Machine & Foundry Company, in its 1967 line.

The new bike, carrying the Renegade III name of a similar 1966 AMF high-riser, shows a new stick shift and three-speed rear hub, contour-styled buddy saddle with chrome truss rods, front and rear caliper brakes, white sidewall tires with a 20" by 2¼" knobby or slick rear size, and a 20" by 1¾" size in front, Monza magenta and LeMans lime yellow colors, and chrome fenders.

The new Renegade is one of seven 20" high-riser types in the 22-model 1967 AMF line.

Board King Offers Magnetic Play Boards

Board King Inc., Oceanside, N.Y., brought an expanded line of chalkboards and plastic boards to Toy Fair.

The firm also introduced a new packaging concept for point of sale. The new package virtually eliminates damage and makes the boards easier to handle by the store and by the customer.

The Board King chalkboards come in 18" by 24" and 24" by 36" sizes. They feature nonglare black surface hardboards, aluminum frames with chalk rails and metal hangers for mounting. Also introduced was a plain chalkboard without frames to be retailed at a "superpromotional price."

The Board King Bulletin Boards also come in 18" by 24" and 24" by 36" sizes. Fluewood mitered frames in natural decorator finish enclose the natural cork with cushioned backing.

Among the new plastic items is Board King's 6-in-1 Play Board, a Litho Metal Blackboard, a wipe-off crayon Slate on the reverse side, a Clock with movable hands, printed ABC Letters, Numbers, and counting Beads. Shrink-plastic wrapped, it comes complete with chalk and crayons packed in a printed display.

Other new items included Board King's Magnetic A-B-C Board, with colorful letters selected for the best arrangement of consonants and vowels, and the Magnetic 1-2-3 Board, with colored numbers. Six different items in Board King's Chalk, Slate and Paint sets make up this line.

Plastics Division of Doughboy Readies 4 Aqualine Pools

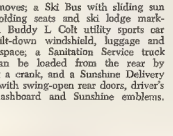
For the 1967 season, the Plastics Division of Doughboy Industries, Inc., has four models in its Aqualine. One is 15' by 48" with a 5,288 gallon capacity; another 18' by 48" with a 7,616 gallon capacity; a third, 21' by 48", 10,364 gallon capacity; and a fourth, 24' by 48" with a 13,536 gallon capacity.

The vertical supports interlock with curved top and bottom rails and all pieces are hot-dipped galvanized, bonderized and finished with metallic baked-vinyl paint. Vinyl coping anchors the liner in place; and telescoping steel stabilizer rails, it is said, increase sidewall rigidity.

The ribbed-steel sidewalls have heavy-duty slide joints and are weather and wear resistant by galvanizing, bonderizing and the special paint finish. An access is provided for optional through-the-wall filter installation.

The sidewalls are light blue and the top and the bottom rails and supports are of a darker shade. The white bottom liner of Duraflex vinyl is a Doughboy sealing process.

Auto-Action Line of Motorized Toy Accessories Offered by Buddy L



The Buddy L Corporation, New York City, is showing a new line of action trucks as well as a new series of motorized accessories, Auto-Action Toys, for 1967, according to Richard L. Keats, president.

The new trucks include a Zoo-A-Rama van-load of polar bears and monkeys that circle about as the truck rolls along; a Rocking Giraffe Truck that includes two giraffes that rock in their stalls when the truck moves; a Ski Bus with sliding sun roof, folding seats and ski lodge markings; a Buddy L Colt utility sports car with tilt-down windshield, luggage and cargo space; a Sanitation Service truck that can be loaded from the rear by turning a crank, and a Sunshine Delivery Truck with swing-open rear doors, driver's seat, dashboard and Sunshine emblems.

The Auto-Action series includes a service lift that raises trucks on a motorized elevator and comes with two retractable hoses; a tollbooth which halts cars by a crossing-gate arm which lifts after a penny is dropped into the toll basket, and an electric traffic light with flashing, sequenced lights that operate on one "D" cell battery, not included. These and all other Buddy L items are sold exclusively through the Henry Katz Organization, New York City.

Buffalo K Mart Shows Toys

A complete hobby shop as well as a toy department are features of the newly-opened K Mart at 2055 Walden Avenue, Buffalo, N.Y.

House of Berland

GENUINE **jade**

Smooth green Jade—prized by Oriental emperors for thousands of years. Now this cool and subtle charm is yours. To wear with your loveliest costume—make a wish—beautiful Jade amulets may bring you luck, happiness, love—it WILL bring you compliments galore!

All Items Come in Beautiful Presentation Boxes as Illustrated.

OUR CODING	DESCRIPTION	RETAIL
A – 8351C925	14K Jade Pendant & Pierced earring set	$18.50
8352C490	14K—Jade Pierced earrings only	$10.00
B – 8353C925	14K—Jade Pendant & Pierced earring set	$18.50
8354C490	14K—Jade Pierced earrings only	$10.00
C – 8355C665	14K—Jade Pendant, Heart shaped	$13.25
D – 8356C665	14K—Jade Pendant, Pear shaped	$13.25
E – 8357C665	14K—Jade Pendant, Leaf shaped	$13.25
F – 8358C1950	14K—Jade Pendant & Earring set	$39.00
8359C1250	14K Jade Earrings only, Screw back	$25.00
G – 8360C575	14K—Jade Pierced drop earrings, small	$11.50
H – 8361C575	14K—Jade Pierced drop earrings, large	$11.50
I – 8362C535	Gold filled adj. Jade ring, Large	$10.75
J – 8363C445	Gold filled adj. Jade ring, Small	$ 9.00

OUR CODING	DESCRIPTION	RETAIL
K – 8364C625	Gold filled Jade Pendant, filigree	$12.50
L – 8365C400	Gold filled Jade Pendant, filigree	$ 8.00
M – 8366C445	Gold filled Jade Pendant, filigree	$ 9.00
N – 8367C400	Gold filled Jade Pendant, Plain	$ 8.00
O – 8368C490	Gold filled Jade Pendant, Plain	$10.00
P – 8369C2050	Gold filled Jade Bracelet, filigree	$41.00
Q – 8371C2250	Gold filled Onyx Bracelet, filigree	$45.00
R – 8370C2250	Gold filled Jade Bracelet, filigree	$45.00
S – 8372C750	Gold filled Jade earrings W/French backs	$15.00
T – 8373C750	Gold filled Jade earrings W/French backs	$15.00
U – 8374C535	Gold filled Jade earrings W/Fr. backs	$10.75
V – 8375C400	Gold filled earrings, Jade W/Fr. backs	$ 8.00
W – 8376C725	Gold filled Jade Pin, filigree	$14.50
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TOYS AND NOVELTIES MARKETING TRENDS

Deliveries stall; shelves bare

AMT's 1967 model cars and MPC's car kit line were hot items.

Puzzles from just about everybody, but a definite slump in the intricate circular models.

CRAFTMASTER AND HALLMAN were selling across the board.

MILITARY MINIATURES, the little statutes of military figures to paint, emerged as a leading seller. Entries from LINES and AIR FIX were favorites.

Business in the Midwest was greatly affected by the devastating snowstorm. WHOLESALERS COULDN'T MAKE DELIVERIES to the retailers and their shelves ended up bare—especially the indoor pastime activity sets from every company, puzzles and various crafts.

The complete rundown on Christmas found:

Speed up roller skate sales with Speed King

the sidewalk line that's profit-proved

#480—Extra long extension. Red wheels with matching pads. Ball Bearing Wheels. Beautiful eye appeal.

#540—Trucks mounted on live cushions. Extends to 9¾". Fully bright plated

#495—Smooth running wheels with double row ball bearings. Oscillating trucks. Adjusts to 11¼".

See your hardware or toy jobber now

Send for brochure

Shaped to the shoe for perfect balance

HUSTLER CORPORATION STERLING, ILLINOIS

snowbound sales in Midwest

There was little movement in dolls, trucks, guns, stuffed toys, wheel goods and most housekeeping items.

It was the season for puzzles, games, and plenty of action in the car kit field. Little or no action in trains, race sets, and traditional outdoor winter items. This last caused by the lack of snow, which has failed to land on the Midwest this season for any length of time.

Other good sellers, in various categories:

FISHER-PRICE LINE across the board: PLAYSKOOL, especially in lower ticket numbers; TOOTSIE TOYS AND TINKER TOYS, BARBIE CLOTHES and CLOTHES FOR FRANCIE AND TUTTI.

Games: OUIJA, HANDS DOWN.

BOZO FROM LAKESIDE sold well.

ALLIED DOLL & TOY CORP.
Manufacturers of dolls and plush toys

ANNOUNCES

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Remember Cheerful Tearful? You ought to. Mattel introduced her in 1966, and she turned out to be one of the hottest dolls to come along in years

Now Mattel has come up with an amazing miniature Cheerful Tearful.® She's called *Baby* Cheerful Tearful,® because she's only about a third the size of her big sister. And she even comes with her own tiny accessories — her own cradle, and her own feeding table.

But even though *Baby* Cheerful Tearful is small, she's very much the same as her big sister in every other respect.

She looks like Cheerful Tearful.

She changes expressions like Cheerful Tearful.

She laughs like Cheerful Tearful.

She cries real tears like Cheerful Tearful.

And best of all, she's going to *sell* like Cheerful Tearful. And then some.

Baby Cheerful Tearful. She may be pretty small, but she's bound to grow on you.

MATTEL, INC. TOYMAKERS

Call your Mattel representative today!

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The famous Chris-Craft planked hull in a 30' six-sleeper under $11,000?

This is the 30-ft. Crusader. And the philippine mahogany-planked hull is the same construction you'll find on the 65' Constellation. "Chris-Craft Grade" philippine mahogany, white oak, and flat-grain fir are used for the framing members. For the double bottom, marine-grade plywood is used inside, and philippine mahogany is used outside. Famous batten-seam construction makes a strong, lightweight, watertight hull, which, thanks to a bottom configuration that took years to develop, has few equals for speed and seaworthiness.

This Crusader is beautiful and comfortable inside. Beam is 10'-8", so there's plenty of room for extended cruising accommodations. There's a fully equipped galley. The dinette and lounge areas (both convertible to berths) are opposite each other, which makes entertaining convenient in the cabin. There's a private lavatory with a sink-and-vanity combination and linen storage beneath it. For more storage, there are drawers and shelves in the galley, the dinette, lounge, and the forward vee-berth area. And full carpeting, color-matched fabrics, and lustrous natural-wood finishes make the cabin luxurious and inviting.

Power choices include single 210-hp, or twin 185's or 210's, and the starting price is only $10,495, f.o.b. factory. Visit your Chris-Craft Cavalier dealer now for more data on this tremendous 6-sleeper buy. For the 1967 Crusader catalog, write Chris-Craft Crusader, Cavalier Division, Chris-Craft Corporation, Pompano Beach, Florida 33061.

Compare her . . . she's a true Larson, built the Larson way. Built with running lights, gas tank and gauge, sunbather seats, steering, color matched convertible top and other standard equipment other brands offer only as "extras."

Look her over. See why Larson gives you more boat for your money. Take her home for **$1195** with all standard equipment (w/o engine) or Comboard—**$3275** with 120 hp Mercruiser engine

Other models

14' American 146 outboard	$ 795
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Comboard with 80 hp	$2845
18' All American 186 outboard	$1495
Comboard with 120 hp	$3575

1967 CATALOG in blazing color, plus Price Comparison Chart covering 10 leading brands. FREE copies: visit your Larson Dealer or send 25¢ to Larson Industries

Larson

Little Falls, Minn., Petersburg, Va., Nashville, Ga.

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This is the 42' Sea Voyager Motor Yacht one of the finest pleasure craft afloat today Like all of Trojan's inboard models, it is equipped with B.F Goodrich Cutless bearings

Why BFG? Because Cutless rubber bearings keep a film of water constantly between bearing faces and shaft This exclusive Water Wedge design prevents heat build up and shaft scoring, keeps grit and dirt from grinding into the shaft That's why BFG Cutless bearings last far longer than conventional rubber-lined bearings. Why they're original equipment on virtually every major make of boat

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7 H.P. CLINTON
CUSTOM CRAFTED CHAIN SAWS

Lightweight, low modular design for perfect balance. Features: Powerful Clinton one cylinder, two-cycle air-cooled engine; direct drive double diaphragm carburetor with built-in fuel pump for all position cutting, high-quality die cast aluminum cylinder block with integral cast iron liner, all needle bearings, forged aluminum connecting rod. Push-button type chain oiling. Aluminum tubular handle with non-slip grip permits flush cutting.

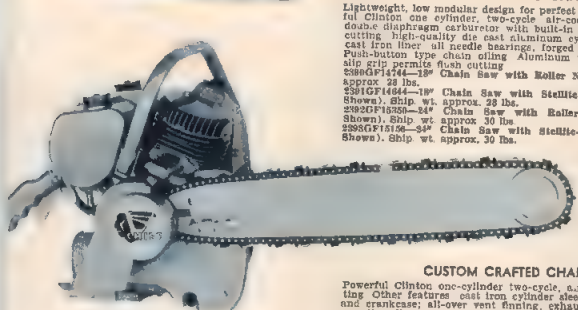
2380GF14744—18" Chain Saw with Roller Nose Guide Bar. Ship wt approx 28 lbs. Sugg. Retail $205.95

2381GF14844—18" Chain Saw with Stellite-Tipped Guide Bar. (Not Shown). Ship wt. approx. 28 lbs. Sugg. Retail $195.95

2382GF15350—24" Chain Saw with Roller Nose Guide Bar. (Not Shown). Ship wt approx 30 lbs. Sugg. Retail $212.95

2383GF15150—24" Chain Saw with Stellite-Tipped Guide Bar. (Not Shown). Ship wt. approx. 30 lbs. Sugg. Retail $202.95

Roller Tip Guide Bar: Patented, cuts as much as 20% faster . . . reduces chain to guide bar friction . . . extends life of bar, chain and sprocket.



6 H.P. CLINTON
CUSTOM CRAFTED CHAIN SAWS

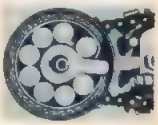
Powerful Clinton one-cylinder two-cycle, air cooled engine, easy cutting. Other features: cast iron cylinder sleeve; integral cylinder head and crankcase; all-over vent finning, exhaust port design. Maximum severity alloy crankshaft. Maximum efficiency air cleaner, double diaphragm-type carburetor with built-in fuel pump for cutting in any position. Push button type chain oiling to suit various cutting conditions.

2384GF12087—18" Chain Saw with Roller Nose Guide Bar. Ship wt. approx 28 lbs. Sugg. Retail $169.95

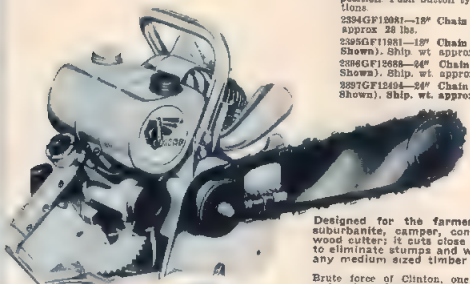
2385GF12881—18" Chain Saw with Stellite-Tipped Guide Bar. (Not Shown). Ship wt approx 28 lbs. Sugg. Retail $159.95

2386GF12688—24" Chain Saw with Roller Nose Guide Bar. (Not Shown). Ship. wt. approx. 30 lbs. Sugg. Retail $176.95

2387GF12494—24" Chain Saw with Stellite-Tipped Guide Bar. (Not Shown). Ship. wt. approx. 30 lbs. Sugg. Retail $166.95



Roller sprocket and positive-action roller clutch deliver full horsepower to the chain with minimum vibration and faster cutting, less fatigue.



5 H.P. CLINTON HEAVY DUTY "CHIEF" CHAIN SAWS

Designed for the farmer, landscaper, suburbanite, camper, contractor, pulpwood cutter; it cuts close to the ground to eliminate stumps and waste. Handles any medium sized timber with ease.

Brute force of Clinton, one cylinder, two-cycle, air cooled, industry rated engine and lightning fast speed make short easy work of felling, pruning, trimming. All position direct drive.

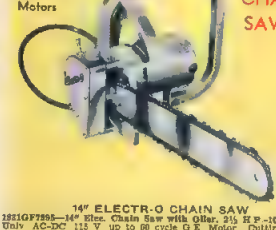
2388GF9644—18" Chief Chain Saw with Roller Nose Guide Bar. Ship wt approx. 30 lbs. Sugg. Retail $159.95

2389GF9544—18" Chief Chain Saw with Stellite-Tipped Guide Bar. (Not Shown). Ship wt. approx 30 lbs. Sugg. Retail $129.95

17" CLINTON "BOBCAT 454"
4 H.P. CHAIN SAW

2460GF7594—CLINTON "BOBCAT 454" CHAIN SAW WITH ROLLER NOSE GUIDE BAR. Clinton one cylinder, two cycle, air cooled engine 16,000 volt magneto and ignition assembly provides quick positive starts under all weather conditions. Single diaphragm carburetor with fuel pump provides all position cutting. High quality precision die cast aluminum cylinder block with integral cast iron liner powerhead assembly. Push button type chain oiling exhaust gases and heat are directed away from operator. 1 ball bearing on crankshaft drive end. Two-ring tight-seal piston for lasting power. 17" roller nose guide bar. Ship wt approx 32 lbs. Sugg. Retail $109.50

2461GF7494—16" Clinton "Bobcat 454" Chain Saw with Stellite-Tipped Guide Bar. (Not Shown). Similar to above except with 16" stellite tipped guide bar. Ship wt approx 30 lbs. Sugg. Retail $99.95



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Dean Inds 930 Newark Ave Jersey City N J 07306
Deb Judy Mfg Co 127 Krauss St Louis Mo
Dollcraft Novelty Co Inc 418 Lafayette St NYC 10003
Douglas Co P O Box 458 West St Keene N H
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Galoob Lewis Co 1153 Mission St San Francisco Calif 94103
Gardenia Prods Inc 201 Front St Brooklyn N Y 11201
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Plastic Toys Corp West Main St Byesville Ohio
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Lowe Samuel Co 1324 52 St Kenosha Wis
Norstar Corp 1725 W Farms Rd Bronx N Y 10460
Peerless Playthings Co 255 Bergen Pike Ridgefield Park N J
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Saalfield Publishing Co Saalfield Square Akron Ohio 44301
Sanford Ink Co 2740 Washington Blvd Bellwood Ill
Sargent Art Materials Inc 52 Gramercy Pk N NYC
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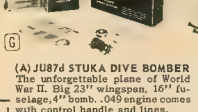
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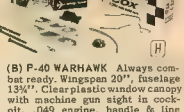
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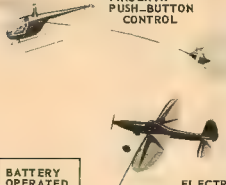

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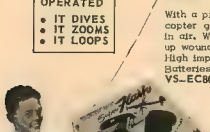
- IT LOOPS

ELECTRONIC COPTER
With a pilot control knob, you make the copter go forward, backward, or hover in air. With pick-up rescue device, pick up wounded soldiers, perform air stunts. High impact plastic with 2 plastic men. Batteries extra, below.
VS–EC80X210 Wt. 2 lbs. . . Ret. $3.00



ELECTRIC FLASH
Super flash racer takes off at the touch of a button, you make it do figure–8s, wingovers, inverted flight, many other stunts. High impact plastic fuselage and wings, replaceable prop; super power electric drive motor requires 2 D batteries (extra, at left), 12" long.
VS–EF405–X210 Ret. $3.00

"D" BATTERIES. For above Planes.
Battery, X13 2 needed . . EA. 20¢

(A) JU87d STUKA DIVE BOMBER The unforgettable plane of World War II. Big 23" wingspan, 16" fuselage, 4" bomb. .049 engine comes with control handle and lines.
COX-6400X730 5 lbs. Ret. $10.98

(C) T-28 TRAINER. Rugged USAF trainer powered by .049 engine, finely crafted and precision engineered. This Trainer is one of the mainstays of South Viet Nam's defense. Sh. Wt. 3 lbs.
COX-7900X667. . . . Retail $9.98

(E) CHAPARRAL–Gas powered. Exact duplicate of Jim Hall's 1966 2C model. Realistic dragslicks, full chrome accessories, roll bar, exhaust pipes. Rear wheel drive
COX-9340X730 2 lbs. Ret. $10.98

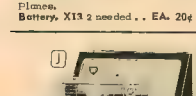
(G) 880 PLANE FUEL KIT–Good for any make plane. Has 1½ volt starting battery, glow fuel, filler cap, stain. steel strainer, filler hose, battery wires, wrench, etc.
COX-880X200 2 lbs. Retail $2.98

(B) P-40 WARHAWK Always combat ready. Wingspan 20", fuselage 13¾". Clear plastic window canopy with machine gun sight in cockpit. .049 engine, handle & line included. Sh. Wt. 4 lbs
COX-5500X667. . . . Retail $9.98

(D) P-51 MUSTANG. This is a complete set with battery, fuel, filler hose glow plug clip, connection wires, control and line. 16" wingspan, 14" fuselage. Perf. for beginner. Sh. Wt. 3 lbs.
COX-7662X667. . . . Retail $9.98

(F) GT FORD– Gas powered. Accurately scaled 1:20. Completely detailed interior. Steel X-frame chassis. Dual rear wheel drive. Reg. Ford GT hub caps. Racing tires, etc. Sh. Wt. 2 lbs.
COX-8940X667 . . . . Retail $9.98

(H) 440 CAR FUEL KIT–For gas powered cars. Has tether, line, wrench, fuel, battery, everything needed to rev her up and watch her go. Ship. wt. 2 lbs.
COX-440X235. . . . Retail $3.50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IMPORTED MATCH BOX GIFT SETS

Imported from England, they are very finely detailed and have become collector's items. They are of die-cast metal and very realistically colored. Each comes in its own Match Box approx. 3½" long. They have movable wheels and are very modestly priced.

(J) SERVICE STATION SET–Complete with Dodge Tow-truck, Lincoln Continental MG-1100, Service station, Gas pumps, sign, etc. A well equipped station in all.
FB-G-1X365 Ship. wt. 2 lbs. . . . . Retail $5.50

(L) HOLIDAY SET–Complete with Safari Land Rover, Housetrailer, Mercedes 230 SL, Lark Station Wagon, Ford Corsair, Boat Trailer w/boat, Fiat 1500, Airport Bus. This is truly a fine assortment
FB-G-3X300 Ship. wt. 2 lbs. . . . . Retail $4.50

(N) COMMERCIAL TRUCK SET–An assortment that will delight any would be trucker, Snow Plow to keep the roads open, 8 Wheel Tipper, BP Tanker, Ready-Mix Concrete Truck, Mobile Crane, Hatra Shovel, Sand Spreading Truck, Jeep Gladator.
FB-G-6X300 Ship. wt. 2 lbs. . . . . Retail $4.50

(K) CAR TRANSPORTER SET–Complete with Pontiac Grand Prix, Jaguar Mark 10, Opel Diplomat, Ferrari Berlinetta, and Car Transporter Truck.
FB-G-2X335 Ship. wt. 2 lbs. . . . . Retail $5.00

(M) FIRE STATION SET–A regular fire house and an assortment of fine fire fighting equipment, which includes a Fire Pumper, Cadillac Ambulance, and of course a Fire Chief Car.
FB-G-5X335 Ship. wt. 2 lbs. . . . . Retail $5.00

(O) MATCH BOX COLLECTORS CASE–Parents will welcome this handsome case designed to keep the models all together and off the floor when not played with. Holds 48 models, and is perfect for travelling, etc.
FB-CC348X210 Ship. wt. 3 lbs. . . Retail $3.00

x-acto®

X-ACTO HOBBY DEN TOOL CABINET. Full assortment of hand tools. Saw with extra blades, screw drivers, clamps, drill, file, planer, hammer with extra heads, bench vise, pliers, and much more with sturdy wood cabinet with blueprint silhouette background of each item.
XA-88NX1665 9 lbs. Ret. $25.00

X-ACTO HOBBY CHEST. Contains Nos. 1, 2 and 5 knives, and complete assortment of blades, gouges, routers, punches. X-acto planer, sander, spokeshave, balsa stripper and steel rule also furnished, in a handsomely fitted, all wood carry and storage chest.
XA-86XB35 Wt. 3 lbs. Ret. $12.50

X-ACTO KNIFE CHEST. Famous knife set with Nos. 1, 2 and 5 knives and 9 assorted extra blades. Blades are surgically sharp, for every precision cutting job. Just a twist of the chuck releases old blade, slip in the new. In handy, natural finish wood chest.
XA-82X300 Wt. 1 lb. Ret. $4.50

XACTO ROTO TOOL RACK. Made of metal and Philippine Mahogany, this beautiful revolving rack places 20 popular tools within easy reach. Includes gouges, routers, files, handles, blades, razor saw, heat sink and pliers—plus the rack, at the cost of the tools alone. No creative hobby is complete without this set. Ship. wt. 3 lbs.
XA-30ANX530 . . . . . Retail 7.95

"WANDERER WHALER"—Aurora—The last of the great whaling ships, she made her final voyage 1924, thus ending an adventurous era in U.S. maritime history. 21½" long, 15½" high, 7" wide. 381 pieces included in kit. Molded sails and ratlines. Rigging is actual thread, real metal chains and flags. Individually designed stand with nameplate, complete deck details and figures, molded in multi-colors. Authentically reproduced by master craftsman for accuracy and true realism.
AU-440X397 Ship. wt. 5 lbs. . . . . Retail $5.95

ORDER EARLY AVOID DISAPPOINTMENT

"TFX JET FIGHTER" F111—The controversial aircraft that will be making headlines for years to come. This fantastic fighter is the fastest, highest flying and most versatile jet ever made. 1/4" scale with 15½" wingspan and 20½" fuselage, and comes with display stand. Precision engineered from original blueprints. Has retractable landing gear and variable sweepback wings. Colored decal markings of the U.S.A.F. Pilot and Radar Navigator in clear plastic cockpit.
AU-368X165 Ship. wt. 3 lbs. . . . . Retail $2.49

WINTER FUN
FOR ALL AGES

(A) WITHINGTON BOB SLED. Now, slide the slopes with a sled that skis. This exciting creation accommodates either three children, or two adults, and is equipped with a steering mechanism and brakes. Hardwood body, with heavy gauge steel hood and steel frame. The pad is automotive vinyl fabric, in red with blue padded bucket-type cushion with shock absorbing qualities. Full floatng bobs. 3" wide skis. Steel runners.
WIT-60X2997 59" long, 22" wide. Ship. wt. 32 lbs. . . Retail $44.95

(B) WITHINGTON DELUXE REGULATION TOBOGGANS. Finest made, each with two extra outside slats for greater strength and straighter sliding. Bent full thickness throughout the front loop. Rope funs full length of each toboggan. Finished in Red, Blue and Natural, and each comes complete with a deluxe matching blue vinyl mattress.
WIT-8C/8CMX3197 8-ft. long. Seats 7. Ship. wt. 30 lbs. Ret. $46.95
WIT-6C6CMX2597 6-ft. long. Seats 5. Ship. wt. 25 lbs. Ret. $37.95

(C) WITHINGTON STANDARD TOBOGGANS. Low cost fun for the coming winter season. Strong, fast and smooth six-slat construction, heavily cleated and screwed, with full thickness of slats carried throughout the bend. Overall natural finish, with varigated red, white and blue plastic hand rope running the full length of the toboggan. Complete with comfortable, colored full length vinyl mattress. Toboggan is 5-ft. long, seats 4 adults. Shipping weight 17 lbs.
WIT-5P/5PMX1540 . . . . . Retail $22.00

(D) WITHINGTON "PURSUIT" SKI OUTFIT. A compact adult ski . . . ideal for the beginner. Also suited for novelty or trick skiing. Of selected Maine ash, with bright decals and white trim. Binding is designed for all types of footwear. With aluminum ski poles. 4" plastic baskets, molded handgrips with leather thongs. 5-ft. skis, 36" poles.
WIT-923X1197 Ship. wt. 7 lbs. . . . . Retail $17.95

HERE'S THE INFO ON YOUR NEW '67 CRESTLINERS
"MORE Famous for the Finest"
Pound for Pound the Best Boat Value!

ES QUALITY
CONSTRUCTION

22 MODELS IN
ALUMINUM & FIBER GLASS
FROM CARTOPPERS TO
OFF SHORE SPORT BOATS

FEATURING THE SOFT-RIDING "STABILIZED-VEE" HULL

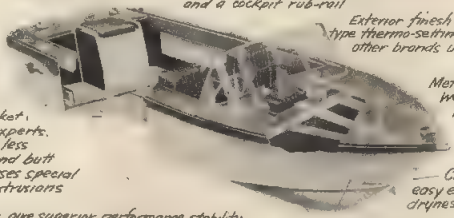
Crestliner's Stabilized-Vee hull smoothes out the roughest chop at high speeds – but also is engineered to operate more efficiently than ordinary deep V designs at intermediate and slow speeds. Interior load distribution is no problem – people are free to move about without affecting performance. – Performance facts match boat to load.

Fasteners are stainless steel – others use plated

Coast Guard approved ventilation

EXCLUSIVE 'CREST-WELD' all aluminum, rugged construction of interlocking extrusions and formed hull & deck plates for the toughest runabout hull Today referred to as a "Best Pocket Battleship" by marine experts. many competitors use less durable construction and butt weld where Crestliner uses special designed interlocking extrusions

Multi-purpose cockpit coaming extrusion provides strength, convertible top attachment & sliding adjustment and a cockpit rub-rail



Exterior finishes are a automotive type thermo-setting acrylic enamel other brands use air dry

Metal deck beams are welded in place using a honeycomb pattern other leading brands use wood

Cutter bow for easy entery & exceptional dryness in rough water

Longitudinal risers give superior performance, stability and add strength supporting the hull evenly at full speed or intermediate speeds

One-piece hand layup hull with reinforced fiber glass longitudinal stringers for a permanent distortion-free hull performance area

Heavy gauge hull & deck plates, .100" thickness on bottom & .080" topsides of special formulated marine aluminum alloy. many leading brands skimp on alloy & thickness

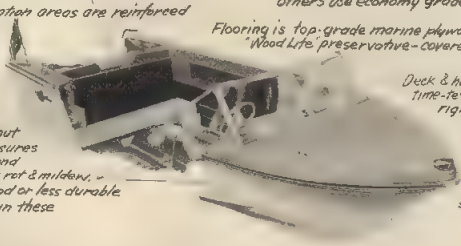
Thick mildew-resistant marine vinyl and deep high-density foam cushioning in all seats, others use economy grade vinyl & padding.

All hardware location areas are reinforced

Flooring is top-grade marine plywood treated with 'Wood Life' preservative – covered with non-skid vinyl.

The finest marine hardware is used, backed by a two year warranty.

100% fiber glass construction throughout the entire boat assures boat life, strength and protection against rot & mildew. – often found when wood or less durable materials are used in these hidden areas



Deck & hull are produced by the time-tested hand layup, rigidly controlled method, using layers of interwoven fiber glass cloth for maximum strength... proven superior to the chopped strand gun application used by others.

Be Wise... analyse! Get full information before choosing your boat
Write for free color brochure.

Crestliner
DIVISION OF M.F.G. BODY COMPANY
"MORE FAMOUS FOR THE FINEST"
TEL. 612 632 6686 DEPT. M-10, LITTLE FALLS, MINN. 56345

NAME _____ DEALERSHIP _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____

STRUCTO

STRUCTO FIRE TRUCK

FREEPORT, ILL.—Among innovations in the line of the Structo Division of King-Seeley Thermos Co. is a snorkel firetruck which operates hydraulically, propelling a 20-foot stream of water with aid of a hose adapter. The new addition to Structo's Pow-R-R-R fleet features a high style turbine cab design like the rest of the line.

The truck is all steel with a simulated dome light and a basket swivel for the snorkel Retail is about $13.95.

A new auto transport has the Pow-R R-R sound attachment which simulates the hum of a giant motor without using batteries. All models in this line feature the attachment.

The auto transport has an open-girder construction as well as a turbine cab. Loading ramps adjust to two positions for loading the three late model cars which come with the truck.

Other new additions to the Pow-R-R-R fleet with turbine cabs include a hydraulic sanitation truck and a new tractor trailer truck with 375 cubic inches of cargo space in the trailer. The trailer has a fifth wheel like the big ones.

Structo's Live Action Fleet features a new hydraulic snorkel utility truck model like the ones used by the power companies The truck has a swivel basket that rises hydraulically

A lever action sanitation truck with a lift bucket automatically opens the receiving door. Other trucks in the Live Action Fleet include a new 10 wheeler with a turbine cab. A new version of the Timber Toter also has a high style turbine cab.

In the Kompak line a mobile merry-go-round has been added. The carousel rotates as the truck is moved and rings a bell. Hand painted animals revolve around a reflecting pole in the center

The Kenya Karryall has realistic cages with lifting doors so that hand painted wild animals can be removed Each cage will come off the truck and the truck itself can also be used as a flatbed hauler. A third addition to the Kompak line is a lever operated sanitation truck.

Structo is planning to back its 1967 line with record consumer advertising in *Life*, *Look*, *Readers Digest* and the *Saturday Evening Post*.

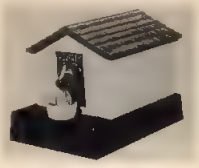
NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES

ALABE CRAFTS

CINCINNATI — Poverty Pup from Alabe Crafts, Inc., needs coins to eat. Put a coin of any size in his dish and he barks, then slowly emerges from his doghouse, grabs the coin and jumps back inside.

Manufactured by Poynter Products, Inc., and distributed by Alabe, the Poverty Pup comes in a display box, is six inches long and 4¼ inches high. Retails at $4.98.

Continuing to dominate the regular line of Alabe are the Magic 8 Ball and The Thing, the latter the magic black box which opens only to take the coin and closes tight.



ALABE POVERTY PUP

NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES FOR 1967 •

BZ INDUSTRIES

BZ BRM, WATSON FORD

EL SEGUNDO, CALIF. Three new slot racers are being offered by BZ Industries, here. A Chaparral 2-E features an authentic spoiler with Banshee-type chrome plated steel chassis.

The Watson Ford is available in Italian red, American blue or British green, while the BRM H-16 is British racing green.

All the cars have Lancer bodies, Weldun precision gears, BZ-1000 9-volt competition motor, machine-trued sponge tires with three-prong knock-offs, and detailed driver and interior.

The BRM and Ford utilize the ultra-low, in-line style chassis.

NEW LINES FOR 1967 • NEW

DIENER

DIENER JIGGLE-LO

VAN NUYS, CALIF.—Quivering, slimy-feeling little uglies called Lov-a-bles are now available from Diener Industries, Inc., in six forms.

Vying for top ugly honors are Shaky, followed by Spooky the Ghost, Nibbles the Rabbit, Surf Devil, a Skindiver and Jiggle-Lo.

The small charm creatures are soft, non-toxic material, packed two dozen per shelf box or individually bagged. Retail is $1.

PARK PLASTIC

PARK'S PISTOL

LINDEN, N.J.—A Russian AK-47 machine pistol water gun is one of the highlights of Park Plastic Company's 1967 line. The water gun is a replica of the standard side arm weapon of the Russian soldier, retails for 50¢.

A host of historical aircraft, ships, and other vehicles are new this year from Park.

In the Historical Aircraft Series, one set has four planes including the Spirit of St. Louis, Bleriot XI, Josephine Ford, and Kitty Hawk.

Other historical sets have Fokker D-VII, Jenny, Nieuport 17C, and the English De Havilland DH-4. All can be bought separately or as a package. Retail is $1 for a set of four or 39¢ each.

Park's Sea Fleet sports six seafaring vessels in one package, including sport and marine service craft

An Air-Recon Group contains three helicopters and two observation planes in a package, while the Paratrooper Attack Squad has a personnel carrier helicopter with three paratroopers.

Jungle Assault has six groups of tanks, cannons, troop carriers, allied soldiers, enemy soldiers, and two helicopters, over 100 pieces in all.

Military Attack Force has eight groups of tanks, cannons, amphibians, barbed-wire fences, allied soldiers, anti-tank barriers, enemy soldiers and pill boxes.

Other vehicles include a set of five delivery vans and five old-time vintage vehicles such as an ancient steamroller and fire engine.

Three new discotheque dolls, Jonni Park, Patti Park, and Lorri Park, are guitar strumming swingers in brightly colored outfits. The dolls are nine inches tall and have movable heads, arms, and legs. Packed in op-art boxes.

Also new in the doll line are the Nee Nee dolls, Nee Nee in Paris, Nee Nee in London, and Nee Nee in Rome.

TV Toons are stories on reels that run through TV-like screen. Fun Box is a pre-school toy with dials, push-buttons, knobs, and slides.

Also new from Park are the Speller and Counter Board, fashion accessories for dolls, and a set of tiny luggage.

NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES

HOWARD INDUSTRIES

DES PLAINES, ILL.—Howard Industries has entered into the hobby and educational field with the introduction of four Science and Space Experimental Kits.

The basic kit includes everything needed for building a direct current motor for powering models, toys and rotating devices.

Another kit includes the basic Hi-Drive motor and all components for building a generator and demonstrating its qualities.

The Tiny Atom Motor has a complete assortment of gears that enable the user to develop speeds from 21 rpm. to 1700 rpm. for educational use in operating mechanical toys, flashers, turntables, model railroads and road racing accessories

Another kit contains the Tiny Atom Motor and everything needed to construct many kinds of power drives including pulley, gear and pinion; friction, gear and worm; and crown gear.

HOWARD MOTOR

H-G TOYS

H-G GAS PUMP

EAST ROCKAWAY, N.Y.—A new modern carpet sweeper that works is the main feature of Harett-Gilmar's L'il Sweepheart Housecleaning series. Also in the series are a colorful plastic washable broom, dustpan and apron in a shrink pack.

Main emphasis for the firm will be on its line of Play Traffic items, including a Texaco Gas Pump, Stop 'N Go Traffic Light, and Operating Parking Meter Bank.

H-G plans to run heavy TV promotion for these items. Later in the year, this will be combined with a newspaper mat campaign.

A new Cash Register bank is made of colorful unbreakable plastic. The Register's bell rings and cash numbers appear in a window after a coin is inserted and a plunger pressed.

H-G will also give more prominence to its Twirling Batons. Two sets with 28-inch and 22-inch batons are blister packed.

the LOV·A·BLES™ $1.00 each

SPOOKY
#3501

NIBBLES
#3502

JIGGLE-LO
#3503

SHAKY
#3504

©1966 COPYRIGHT DIENER INDUSTRIES INC

These quivering LOV•A•BLES will sell themselves right into the hearts of young and old! But your heart won't bleed, will it, when you are left alone with your empty shelves? These gruesome creatures are all really harmless—even the ghost—soft, safe, non-toxic!

Packed 2 doz. per shelf box, individually bagged with colorful header; 18 doz. per master carton - shipping weight 52 lbs.

Also available counter display-racks $2.50 each

Coming soon!

#3506 #3505

DIENER INDUSTRIES, INC. 13830 SATICOY STREET, VAN NUYS, CALIFORNIA • PHONE 989-1800

ANOTHER PROFIT BOOSTER

by DIENER INDUSTRIES

MISS BEND-A-BITTY®, the flexible friend of many kids is another hit available to you by the producers of ITTY BITTYS® & BEND-A-BITTYS®.

STYLE #0450

Display cards have a clear-view thermal sealed plastic bubble for extra sales appeal.

Packed 2 doz. per shelf box, including colorful display banner; 12 doz. per master carton—shipping weight 40 lbs.

Miss BEND-A-BITTY®

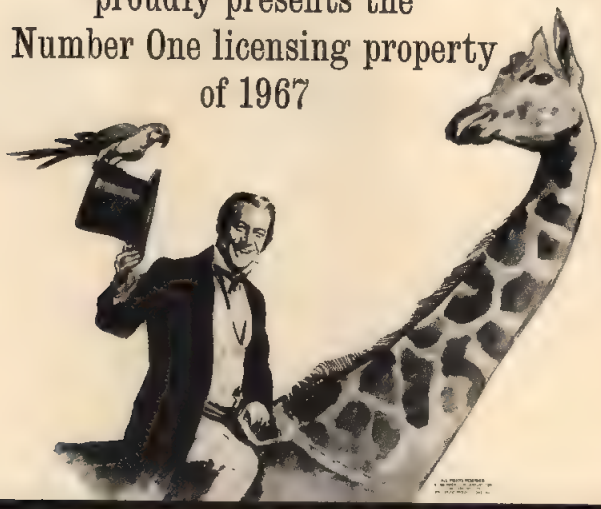
The character for hours of fun! She will bend and twist in any possible pose and is made of soft, safe non-toxic plastic.

diener industries, inc.

13830 Saticoy Street, Van Nuys, California 91402 • Phone (213) 989-1800

PRODUCT DESIGN PROPRIETARY CONCEPTS INC TOY DIVISION

20th Century-Fox Licensing Corporation proudly presents the Number One licensing property of 1967



Hugh Lofting's beloved children's classics become a delightful musical entertainment.

20th Century-Fox Presents

Rex Harrison
as "Doctor Dolittle"

Samantha Eggar

Anthony Newley

AN ARTHUR P. JACOBS PRODUCTION

Richard Attenborough as "Blossom"

Directed by RICHARD FLEISCHER Screenplay by LESLIE BRICUSSE Music and Lyrics by LESLIE BRICUSSE

Musical Numbers Staged by HERBERT ROSS Produced in TODD-A-O Color by DELUXE

For further information ... and assistance in planning in-store promotions, call Selwyn Rausch, 20th Century-Fox Licensing Corporation, 444 W. 56th St., New York, N.Y. 10019. Tel. 957-6010

VOGUE DOLLS

are made to be loved and SELL . .

FEATURE

the quality doll line you can be sure will satisfy your customers. . . . Ginny, Baby Dear, Baby "Dear-One," Ginny Baby, Angel Baby, Littlest Angel, Li'L Dear, Dream Baby and Star Bright.

WRITE FOR CATALOG AND PRICE LISTS

VOGUE DOLLS, INC., Room 656, 200 Fifth Ave., N.Y. 10

DOLLS TO GLADDEN THE HEART OF YOUR LITTLE GIRL

MATTEL® DOLLS with ROOTED HAIR and HAIR CARE OUTFITS

(A) FRANCIE DOLL — MATTEL. Barbie's cousin with lifelike bendable legs and rooted eyelashes. Girls will love her shoulder-length hairdo. She wears a one-piece blue/green/pink checked swimsuit, 11¼" tall. With shoes and wire stand. Wt ¾ lb.
1130MT299 ..... **$4.40**

(B) BARBIE DOLL — MATTEL. This new Barbie has lifelike bendable legs and comes in bright cotton and knit swimsuit with high-heeled shoes. ¾ lb
1070MT277 ..... **$4.20**

(C) SKIPPER DOLL — MATTEL. Skipper has lifelike legs that really bend. Comes in navy blue swimsuit, red shoes, headband. Hairbrush, comb and wire stand included. 9½" tall. Wt. ½ lb.
1030MT267 ..... **$4.00**

(D) SKOOTER DOLL — MATTEL. Barbie's friend with bendable legs. Rooted hair in double pony tails with ribbons. She wears a 2-pc. bathing suit with polka dot top and blue denim bottom. 9¼" tall, with wire stand. ½ lb.
1120MT267 ..... **$4.00**

Barbie and Her Friends

BARBIE'S COLOR 'N CURL—MATTEL. 4 wigs in 4 different colors. Non-toxic, specially treated wigs require no dyes. With battery-powered hair-dryer, hair ornaments, refillable activator solutions, wig-stand, hair mist, Barbie doll head. Instructions for 18 hair-dos. 3 lbs.
4039MT697 ..... **$10.50**

BUNSON BURNIE — MATTEL Here's a Laddie Kiddie of a red-headed Fire Chief. He's seated in a red plastic fire engine with rotating steering wheel, wheels and 2 removable ladders. Dressed in yellow vinyl raincoat, tan pants, red helmet. With comb, brush, book. ½ lb.
3501MT199 ..... **$3.00**

BARBIE COLOR MAGIC — MATTEL. Dab on clear, non-toxic, no-mess Color Magic solution to Barbie's hair and swimsuit. See colors change instantly, over and over again. It's also a hair styling set with instructions for different hair-dos. Doll has bendable legs. 1 lb.
1150MT347 ..... **$5.20**

TUTTI TINY SISTER DOLL — MATTEL. Tutti is fully poseable with bending arms and legs; hair that can be combed and brushed. Dressed in pink and white gingham sunsuit and hat with white trim. White shoes Tiny brush and comb for her rooted hair ½ lb.
3550MT187 ..... **$2.80**

(E) TROLL HOUSE—STANDARD PLASTICS. Prehistoric model home, furnished in troll decor. Molded 3-D interior has rock hewn bathtub, boulder table and chairs, etc. Case will carry trolls with their clothes and accessories. 12x9x6". 2 lbs.
9352YP233 ..... **$3.50**

(F) TUTTI PLAY CASE — STANDARD PLASTICS. Vinyl case with window in front and back. Colorful scenes on sides. Center compartment for doll, 2 side compartments for clothes and accessories. 10x7x3". ½ lb.
3001YP140 ..... **$2.00**

(G) BARBIE DOLL CASE — STANDARD PLASTICS. Separate compartments for doll with retaining strap and clothes. Accessory box and 6 hangers. 10¼x12½x2¾". 1½ lbs.
390YP167 ..... **$2.50**

(H) SKIPPER & SKOOTER DOLL CASE — STANDARD PLASTICS. Big, roomy case holds 2 dolls and all the clothes and accessories a little girl can carry. With hangers and 2 accessory drawers. 15½x10x3½". 2½ lbs
3502YP199 ..... **$3.00**

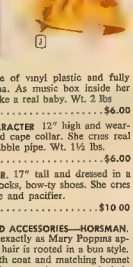
(J) FRANCIE DOLL CASE — STANDARD PLASTICS. Hexagonal shaped doll case in White with contrasting colored scalloped edges. Vinyl accessory box inside. With a handy carrying strap. 12¼x6½x7¼". 1½ lbs.
3002YP167 ..... **$2.50**

(A) ANSWER DOLL — HORSMAN. Made of vinyl plastic and fully jointed. Press her tummy and she nods "No"; press her back and she shakes her head "Yes". Dressed in a lace-trimmed cotton suedette dress. Rooted hair, sleeping glassine eyes. 11" tall. Wt. 1¼ lbs.
1190HD333 . . . . . **$5.00**

(B) SNUGGLE SOFTEE DOLL — HORSMAN. Rooted hair in a "pixie bob" hairdo. So light and cuddly because of her foam filling. Soft, life-like chubby arms and legs. Tilt her and she says "Mama". 17" tall and dressed in a 2-piece pajama outfit. Wt. 2½ lbs.
4253HD397 . . . . . **$6.00**

(C) THIRSTEE BABY — HORSMAN. She drinks, wets and turns her head. Complete with her own full size nursing bottle. 19" tall and fully jointed. She's dressed in a flannel shirt, cotton panties and comes wrapped in a deluxe blanket. Wt. 3 lbs.
3522HD433 . . . . . **$6.50**

(D) THIRSTEE WALKER DOLL — HORSMAN. She drinks from a real life-size bottle, wets and walks non-mechanically! 27" tall with realistically sculptured head and body. Dressed in a printed flannel pajama outfit. Wears size one clothes. Bottle included. Wt. 5 lbs.
1871HD697 . . . . . **$10.00**



(E) MARY POPPINS DOLL — HORSMAN Walking plastic doll is a full 36" tall She has turning head and painted eyes. Dress with coat and matching bonnet. Carries a "working" umbrella. Wears size 3 children's clothes. Wt. 7 lbs.
1081HD1467 . . . . . **$22.00**

(F) RUTHIE DOLL AND WARDROBE — HORSMAN. Fully jointed 11" doll with cotton slacks, cotton dress, coat, hat, comb, brush, mirror, shoes. 2 lbs.
11031HD347 . . . . . **$5.00**

(G) LULLABYE BABY — HORSMAN. Made of vinyl plastic and fully jointed. Dressed in printed flannel pajama. As music box inside her plays Brahm's Lullabye, 12" doll moves like a real baby. Wt. 2 lbs
3239HD417 . . . . . **$6.00**

(H) TEENY TINY TEARS — AMERICAN CHARACTER 12" high and wearing a baby blue dress with white trim and cape collar. She cries real tears! With diaper, pacifier, bottle and bubble pipe. Wt. 1½ lbs.
2220ZC417 . . . . . **$6.00**

(J) TINY TEARS — AMERICAN CHARACTER. 17" tall and dressed in a pink, yellow or blue bloomer set. White socks, bow-ty shoes. She cries real tears. Comes with bottle, bubble pipe and pacifier.
2250ZC697 . . . . . **$10.00**

(K) MARY POPPINS DOLL AND ACCESSORIES—HORSMAN. Fully jointed 12" doll looks exactly as Mary Poppins appeared in the hit movie. Her hair is rooted in a bun style. She wears a cotton dress with coat and matching bonnet and carries a carpetbag on her arm. Accessories include nurse dress, apron, party dress, party bonnet, shoes, stockings, gloves, working umbrella and ruler.
928011HD697 Wt. 2½ lbs. **$10.00**
928HD397 Mary Poppins Doll only. 1½ lbs . . . **$6.00**

(L) HEIDI POCKETBOOK DOLL — REMCO. Heidi's so small she comes in her own pocketbook. Out of her pocketbook, she's the cutest doll around! Press her secret button and she waves "Hi" and "Bye". 5½" tall.
3010RJ233 Wt ¾ lb **$3.50**

(M) JAN POCKETBOOK DOLL — REMCO. She's dressed "Japanese" with a blossom in her hair. Comes in her own plastic Oriental-styled pocketbook. 5½" tall.
4010RJ233 Wt. 1 lb. **$3.50**

(N) TRESSY DOLL — AMERICAN CHARACTER. So real she almost breathes. Tressy has hair that grows . . . legs that pose . . . and a new make-up face. The only doll with a natural cosmetic complexion . . . as lifelike and appealing as her natural-looking hair that grows 11½" tall
1203ZC347 Wt. ¾ lb. **$5.00**

(P) LITTLE MISS NO-NAME DOLL — HASSENFELD. 15" of love, affection and sheer delight! Her irresistible sad-eyed appeal enchants children with open arms and open homes. Makes little girls say, "Sure, Little Miss No-Name, you can come home with me."
9000HF533 Wt. 2½ lbs. **$8.00**

A LOVABLE DOLL WILL THRILL YOUR LITTLE GIRL

MATTEL

(A) BABY MAGIC DOLL—TOPPER. 18" doll can be made to cry real tears, stop crying, sleep, awake, raise her arms, smile and lift a bottle to her mouth ... without even touching the doll! Wears red and white romper outfit, white booties and a red bow in her hair. Feeding bottle magic thimble included.
1800TF1287 No batteries needed. 3 lbs. ... **$20.00**

(B) TINY BABY PATTABURP DOLL—MATTEL. Feed her, pat her on the back and she gives a little burp. Her magic milk bottle empties, and then refills itself. 14¼ inches tall and dressed in pink taffeta dress and panties with pink tricot overskirt with lace trim. 2 lbs.
[illegible] **$9.80**

(C) BABY TEENIETALK DOLL—MATTELL. Pull the Chatty Ring® and see her lips move as she tells her "mommy" 11 different things. Soft and cuddly, 17" tall, and wearing a yellow nylon dress with yellow taffeta slip and panties. She has curly blonde hair, vinyl face and blue painted eyes. No batteries required. Wt. 3½ lbs.
3096MT987 ..... **$16.00**

(D) BABY SECRET DOLL—MATTEL. She's dressed in red flannel pajamas with her name on the lace collar. Soft bendable foam body. 18" high with red hair and painted blue eyes. Pull her Chatty Ring,® then watch her lips move as she whispers one of her 11 sayings. 3½ lbs.
3041MT987 ..... **$16.00**

You'll Think They're Real Babies!

Smiles and Pouts

MATTEL

MATTEL

(E) REAL LIVE LUCY DOLL—IDEAL. Lucy nods and bobs her head all around to scan the scenery whenever she's picked up and carried. She turns her head away when spoon is offered, but when it comes to her bottle, Lucy doesn't have to be asked twice! Complete with baby-chic dress, plus shiny rooted Saran hair. 20" tall. Wt. 3½ lbs.
0820-1DT1297 ..... **$20.00**

(F) CHEERFUL-TEARFUL DOLL — MATTEL. Her face goes from a smile to a pout and back again as you move her arms. Give her water and she cries real tears and wets! Rooted blonde hair with a pink ribbon. Dressed in pink flannel robe and booties. With 2 diapers and a feeding bottle. 13" tall. 2½ lbs.
3036MT797 ..... **$14.00**

(G) BABY FIRST STEP DOLL—MATTEL. She walks all by herself ... even roller skates across any hard, level surface! Battery-powered motion is controlled by a hidden switch on her back. 18" tall and wearing a pink taffeta outfit, pink socks and white shoes. Detachable red plastic roller skates won't scuff floors. Shipping weight 4 lbs
3035MT1197 ..... **$19.60**

(H) TALKING DROWSY DOLL—MATTEL. Pull her Chatty-Ring® and Drowsy says any one of 11 different sleepytime sayings at random, such as "Mommy, I'm sleepy." Voice unit needs no batteries. Soft and cuddly stuffed body, soft plastic head, rooted hair and painted sleepy eyes. Shipping weight 2 lbs.
3091MT499 ..... **$7.80**

SNIFFLES–DRINKS, WETS, CRIES REAL TEARS
Lovable, fully jointed 14" vinyl and poly baby doll has moving eyes, rooted hair. In lace-trimmed white lawn dress and panties, booties. With layette: pink flannel diaper and jacket, plaid blanket, kimons, bottle, washcloth, soap, etc. in case.
T15XP535 . . . . 4 lbs. $7.95

ANNETTE AND HER POODLE
A doll that walks, and a companion doggy . . . everything any little girl could ever want! Annette is a 20" vinyl and poly fully jointed walking doll with moving eyes and rooted hair. Dressed in pretty red velveteen dress. With soft plush poodle. 5 lbs.
2555SpXP665 . . $9.95

POSI PLAYMATE–19" TALL
Soft foam-body baby doll wired to let arms, legs be bent in any position. With vinyl head and hands. New moving side-glance eyes and rooted hair add to the realism. In checked cotton coverall under white shortie cotton dress, trimmed with ric rac. Says "Mama."
8871VXP465 [illegible] lbs. $6.95

(A) PLAY WIG — for girls 5 to 14 who love to dress up. Bubble bob style. Acetate to comb, curl and spray. Specify blonde, brunette or platinum. Wt. 1½ lbs.
7000XP265 . . . . . $3.95

(B) BABY WADDLES—16" vinyl and poly walking toddler. Moving eyes, rooted hair. 2½ lbs.
7301XP350 . . . . . $5.00

(C) BABY SNIFFLES — 14" poly and vinyl drink-wet doll cries real tears. Rooted hair. Arms, legs move. Wt. 2 lbs.
1576XP265 . . . . . $3.95

(D) BABY KANDI—14" drink-wet baby doll has rooted hair, arms and legs that move. Wt. 2 lbs.
1536XP265 . . . . . $3.95

14" DRINK-WET DOLL & 3 PIECES OF FURNITURE
Adorable drink and wet baby doll, complete with nursery furniture to keep her happy and comfortable. 14" tall fully jointed vinyl and poly doll has moving eyes, rooted pixie-style hair. Dressed in one-piece printed flannel pajamas. With white plastic baby bathinet, rocking cradle, and "baby tender" feeding play table. Just like real! Wt. 4½ lbs.
41XP535 . . . . . $7.95

12" MUSICAL BABY DOLL
Head rotates, body moves while Brahms Lullabye plays. Moving eyes, rooted hair. Cotton stuffed.
1222XP335 1½ lbs. $5.00

12" SUGAR 'N SPICE DOLL
Soft vinyl baby doll with rooted hair, moving eyes, naps on her own pillow. Eyelet and velvet dress.
1207XP335 2 lbs. $5.00

(A) SITTING POODLE—KNICKERBOCKER. Some lucky boy or girl will find this lovable pup a great playtime companion. Made of long pile plush, bright rayon. Black plastic eyes, felt lashes and tongue. Gold ribbon, flowers. Black. 24" high. 3½ lbs.
1451KT533 ..... $8.00

(B) RIDE-ON-HORSE — KNICKERBOCKER. Made of the finest quality rayon plush with steel welded frame and unbreakable polyethylene wheels. Safety locked-in eyes. Holds up to 100 lbs. Stands approximately 22" high Black Wt 6½ lbs
4816KT797 .....$12.00

(C) MUSICAL CUDDLE MOUSE — KNICKERBOCKER. Made of the finest quality rayon plush with polka dot fabric trim. Safety locked-in eyes. Imported music box inside plays a happy tune. Approx. 15" high. Grey and White. Wt. 1¼ lbs.
1301KT333 .....$5.00

(D) LAZY KITTY WITH CURLERS — KNICKERBOCKER. Made of extra-long pile shaggy plush and gaily colored clothing. Safety locked-in eyes and plastic curlers in hair. White tipped with pink.
1462KT467 16" high. 2 lbs. .$7.00
1463KT733 25" high. 3 lbs. $11.00

(E) BOZO THE CLOWN MARIONETTE — KNICKERBOCKER. Unbreakable paddle with push buttons. Strings will not tangle. Easily operated by any young child. Approx. 12" high. Blue. Wt. ¾ lb.
3011KT199 .....$3.00

(F) PINOCCHIO MARIONETTE—KNICKERBOCKER. Strings will not tangle Unbreakable paddle with push buttons. Easily operated by a child of any age. 11" high. Red, White and Blue. ¾ lb.
3009KT199 .....$3.00

(G) BOZO THE CLOWN—KNICKERBOCKER. Beloved TV character is made of the finest quality blue fabric. He has a painted vinyl head with rooted hair. Approx. 29" high. 2½ lbs
1281KT533 .....$8.00

(H) MUSICAL RAGGEDY ANN—KNICKERBOCKER. Wearing a multi-colored cotton print dress and white apron. Red woolen wig; locked-in eyes. 15½" high. 1½ lbs.
0101KT397 .....$6.00
As above, but not musical. 1 lb.
0001KT267 .....$4.00

(J) MUSICAL RAGGEDY ANDY—KNICKERBOCKER. Dressed in cotton blue trousers and red and white checkered shirt. Red woolen wig. 15½" high. 1½ lbs.
0103KT397 .....$6.00
As above, but not musical. 1 lb.
0003KT267 .....$4.00

(K) PLUSH ROLY POLY DOLL—KNICKERBOCKER. Made of the finest rayon plush with washable vinyl face and musical chimes. Stands approx. 12½" high. Blue. Wt. 1 lb.
1273KT199 .....$3.00

(L) MUSICAL SLEEPY HEAD DOLL—KNICKERBOCKER. Vinyl face, rayon plush body. Bow around neck. Swss music box. Pink or Blue. 14" long. 1 lb.
1900KT333 .....$5.00
As above, but no music
1800KT199 .....$3.00

(M) GINGERBREAD GIRL — KNICKERBOCKER. Cute and lovable She's made of the finest quality rayon plush with safety locked-in eyes. Stands approx. 20" high. Cocoa. 1½ lbs.
1821KT333 .....$5.00

(N) GINGERBREAD BOY — KNICKERBOCKER. A fine companion for the Gingerbread girl. He's rayon plush and has safety locked-in eyes. Stands approx. 20" high. Cocoa. Wt. 1½ lbs.
1822KT333 .....$5.00

Mattel's Cuddly Pals Actually Talk

BIFF BEAR TALKING LIPS

BIFF BEAR—MATTEL. Biff's mouth moves realistically as he says many "bearish" things. He's the first bear to talk and move his lips. Biff has a soft foam stuffed body and brown vinyl face with black and white eyes. He wears a red and yellow striped removable sweater. 14" tall. Wt. 3 lbs.
5390MT853 . . . . . **$12.80**

BERNIE BERNARD —MATTEL. Bernie says and yodels many different things. His pink-lined ears can be bent to stay in any position! The "Toast of the Alps" is 13" high and is made of soft, cuddly plush. He wears a vinyl collar with chained vinyl barrel. His mouth moves as he talks. Wt. 3½ lbs.
5384MT1120 . . . . . **$16.80**

Mattel's TOM & JERRY

TOM & JERRY RAG DOLL — MATTEL. Pull Tom's Chatty-Ring® . . . bear cat and mouse talk to each other Jerry is actually a separate doll who can be unsnapped from Tom's right hand. Jerry is brown vinyl with huge pink ears and a pink tummy. Tom has a corduroy body, vinyl face and stands 19" high. They're a lovable pair! No batteries needed.
5321MT654 Wt. 2 lbs. **$9.80**

A

(A) PATOOTIE RAG DOLL — MATTEL. Two dolls in one! He's a happy clown with a smiling face, but carries a banded vinyl sad-face mask. Pull the Chatty-Ring® and hear him say 10 different things. He's dressed in a removable harlequin suit with collar and bow tie and red flannel underwear. 16" tall. 2 lbs.
5322MT730 . . . . . **$11.00**

(B) LINUS THE LIONHEARTED RAG DOLL — MATTEL. The "King of the Jungle" says many different things. Linus is 21" tall and has a gold and yellow vinyl face with big black eyes and orange plastic whiskers. His body, legs, arms and tail are gold corduroy with brown felt ruff and tail tip. 2 lbs.
5319MT654 . . . . . **$9.80**

B

Imaginative Youngsters Love Puppets

C

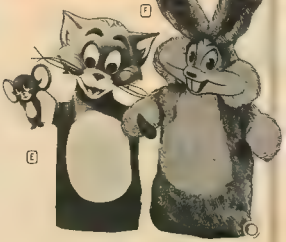
D

(C) DANNY O'DAY VENTRILOQUIST FIGURE — JURO. Mouth opens with string manipulation. Movable vinyl head and mouth. Dressed in suit with white shirt front, tie and shoes. 30" tall. Wt. 3½ lbs.
798JU530 . . . . . **$7.98**

(D) LINUS THE LION TALKING HAND PUPPET — MATTEL. Linus says 11 different things. Made of soft gold corduroy with vinyl face and whiskers. About 15" high. 1½ lbs.
5371MT477 . . . . . **$7.20**

(E) TOM & JERRY TALKING HAND PUPPET—MATTEL. 13½" cat puppet with corduroy body; 3½" detachable vinyl mouse. Pull Tom's Chatty-Ring® and hear the two converse. 1½ lbs.
5380MT477 . . . . . **$7.30**

(F) BUGS BUNNY TALKING HAND PUPPET — MATTEL. Pull his Chatty-Ring® and he'll wise-crack with you. Grey and white. fluff-plush with vinyl face. 15" long. 1½ lbs.
0376MT477 . . . . . **$7.30**



F

E

Mattel

HE-HE-HE I LIKE YOU

ALLIED DOLL & TOY CORP.

and PICTURE BOOK TOYS, DIVISION

New York Office:
Room 461, 200 Fifth Ave.
New York 10, N. Y
212 WA 4-8098

AN Allied QUALITY DOL

ALLIED DOLL and TOY CORP.

PICTURE BOOK TOYS, DIVISION

4116 First Avenue Brooklyn 32, N. Y.

212 SO 8-4400

How to be a living doll: try giving your little doll an Effanbee doll... -watch them both come alive!

REPRESENTATIVES.

PERMANENT SHOWROOM: 200 Fifth Ave., New York, N.Y., Rm. 442
Arthur Keller Dorothy Ross

SOUTHEAST. Jinks-Connell Sales Co., 583 Dutch Valley Rd. N.E., Atlanta, Ga.
WEST COAST James Skehill 2500 W. 6th St., Los Angeles, Cal.
MOUNTAIN STATES Robert Fritzler 10643 W 62nd Place Arvada Colo.
MID-WEST. A. C. Kirchof, 200 Fifth Ave., New York, N. Y.

EFFANBEE DOLL CORPORATION
200 Fifth Ave., New York, N. Y., 10010

EFFANBEE DURABLE DOLLS

FOR 58 YEARS THE LEADER IN QUALITY DOLLS!

Schlubach, Prins Join Bronner

Eric Schlubach Gerry Prins

Eric L. Schlubach has been named director of advertising for the Fred Bronner Corporation, 120 East 23 Street, New York City.

Mr. Schlubach was formerly director of advertising and sales promotion for the Lionel Toy Corporation. Previously he was a senior account executive with Norman, Craig & Kummel and an account executive with Young & Rubicam, Inc.

In another development at Fred Bronner, Gerry Prins was promoted to district sales manager for the Southeastern and Southwestern territories.

Prior to joining Bronner three years ago, Mr. Prins was an assistant to the export manager at Lesney Products & Company, Ltd., England.

Mr. Prins will also be involved in a new development program which includes a spring-operated racing layout involving "Matchbox" miniatures.

G.E. Shows 3 New Phonographs, Walkie-Talkies, Phono-Viewer

The General Electric Company recently introduced three phonographs, two walkie-talkies and an addition to its Show 'N Tell Phono-Viewer, all geared for children 12 years of age and under.

One phonograph (#RP3060), $27.95 retail, comes with an AM radio and can operate either on four D batteries or by being plugged into an AC electrical outlet. A second phonograph (#RP3020), $15.95 suggested retail, operates only on house power while the third phonograph (#RP3030), $19.95 suggested retail, operates on four D batteries, or, with an optional converter, on house power.

Each 3-4 speed phonograph comes with a synthetic sapphire stylus and each unit is housed in a two-colored plastic case.

The range of the new walkie-talkies, #Y7110 at $14.95 a pair and #Y7140 at $19.95 a pair, is ¼ of a mile and ⅓ of a mile, respectively. The Y7140 also has a code key and a Morse Code guide with all the dots and dashes of the alphabet printed on the unit. Each item comes with a vinyl thong and both operate on Citizens Band channel 14. Both are solid-state units and each operates on a 9-volt battery.

Emenee's Peanut Butter Maker Geared for Toy Counter Sales

Emenee Industries, Inc., 200 Fifth Avenue, which along with the Planters Division of Standard Brands is promoting

the Mr. Peanut Peanut Butter Maker, recently made known that the item will only be on sale at toy counters.

An ad making mention of Emenee's peanut maker has been inserted in more than 3 million cans of Planters peanuts which will be distributed to food stores nationally during the summer. The ad note also includes a mail-in coupon with which the consumer can get information about the toy store nearest him that has the peanut butter-making device.

Hazelle Markets New Series of Finger Puppets

Hazelle, Inc., 1224 Admiral Boulevard, Kansas City, has added new vinyl finger puppets to its extensive line of hand pup-

pets and marionettes. These little heads fit over the finger like a thimble and are suitable for preschoolers as well as older children. They come individually packed in a poly bag with a suggested retail of 79c each, and in sets of four for $2.98.

A patent is pending on the 24 designs in this Hazelle series, which feature characters from eight famous fairytale classics, including Hansel & Gretel, Goldilocks and the Three Bears and The Three Little Pigs.

Speedometer: Jan. '49

An air-flight Speedometer that operated on the same principle as aircraft air-speed indicators and showed readings up to 50 m.p.h. was available from the Knickerbocker Plastic Company at 39¢.

Eckardt Shows Shiny Brite Holiday Gift Boxes

Shiny Brite miniature gift boxes, about 3" round, are among the new items for 1967 being offered by Max Eckardt & Sons, New York City.

The boxes, which have removable tops, are available in a number of holiday colors and color combinations, such as green with gold and white, red, green and gold, or red with blue and a white stripe.

Crisloid Offers Casino Keno Card Game

Casino-style variations of keno, poker and blackjack are a part of the new Casino Keno game currently being offered by

Crisloid Plastics, Inc., Providence, R.I.

The game includes 12 playboards, 200 interlocking chips, a dealer and a fund bank set of three drawers.

The three-in-one card game set can be played by two people up to a large group.

Sculpturecraft Kit at $2.49 Set by General Laboratories

A $2.49 Sculpturecraft hobby kit is currently available from General Laboratories, Arlington, Mass. The kit contains a Sculpto-Block, a malleable composition material, a stencil, a plaster finish, a plaster Fresco brush, a mixing stick, a paint brush and a set of watercolors

The stencil can be applied to the Sculpto-Block and a three-dimensional design pressed out Once the sculpturing is completed, water is applied to aid in forming a hard shell Paint is then applied while the sculpture is still wet.

Emenee Unveils New Peanut Butter-Making Toy Device

Emenee Industries is offering a peanut butter-making device, a crayon-making toy and a candy-making toy as part of its new line for 1967.

The peanut butter-maker, called Emenee Mr. Peanut, works by cranking a handle which grinds peanuts into peanut butter. According to Herbert Merin, president of Emenee, his firm and Standard Brands will promote the new toy with nation-wide advertising programs.

Emenee's new crayon-making toy, called Crayon Factory, enables youngsters to produce dozens of crayons at home in a wide range of colors. Raw materials, a safe, lightbulb heater, molds, crayon tubes and a color wheel which provides precise formulas for reproducing hundreds of colors are all included.

Also new is the Super Candy Maker, which can turn out lollypops, hard candies and fudge, jelly-filled chocolates, chocolate bars and bubble gum.

The firm also introduced a Magic two-in-one Play House, which allows a child to change the decor and furnishings of the house. The house, which comes with removable roof and 27 pieces of plastic furniture, is a clear-plastic shell complete with inner clear-plastic rooms and floor

Colored sectional inserts also enable a child to change wall color schemes, wallpaper, carpeting and even change the house from a brick exterior to clapboard exterior.

In the toy musical instrument area, the company expanded its line of drums with the introduction of a "Swing & Play" Tambourine, now popular with rock 'n' roll groups, plus a slim line, tunable bass drum with foot pedal, tom-toms, cymbal and wood block, complete with professional chrome stand. Professional-type foot-pedal-operated twin cymbals round out the new items in Emenee's Big Bash drum line. When combined with the company's snare drum set, the ensemble is comparable in sound and appearance to drum sets used in professional rock 'n' roll groups.

Other major toy musical instruments include Emenee's Polychord Electric Piano Organs in 12 chord, two and three octave models; several smaller organs, accordians, trumpets, ukuleles, clarinets, saxophones, batons and rhythm sets.

In the nonmusical area, Emenee's Chocolate Factory, Thermo/Craft Workshop which produces planes, boats and cars from molded plastic, a collection of cartoon Trace-A-Graphs featuring Dr. Dolittle, Superman and Batman, round out the company's toy line.

Saalfield to Offer Line of "Rango" Items

ABC Merchandising, Inc., New York City, recently granted a license to the Saalfield Publishing Company, Akron, O., to produce a line of children's merchandise carrying the imprint of characters from ABC-TV's "Rango" program, according to William F. Dennis, vice-president, ABC Merchandising, Inc., and Henry Saalfield, president of Saalfield Publishing.

The "Rango" show with Tim Conway and Guy Marks started on the ABC television network last January The "Rango" items to be produced by Saalfield include coloring books, puzzles, slates and various activity items.

Lindberg Awards Prizes During Nuremberg Toy Fair

Lindberg Products, Inc., Skokie, Ill., has awarded achievement prizes to representatives from Germany, France, England, Ireland, Finland, Norway, Denmark, Belgium, Switzerland, Austria, Italy, Spain, Portugal, Israel, South Africa, Holland, Sweden, Norway, Turkey, Greece, Canada and Argentina.

Paul W. Lindberg, chairman of the board, and Kenneth R. Rathke, vice-president. made the presentations at the Carleton Hotel in Nuremberg during the 1967 Toy Fair.

Mechanically-Operated Auto Drome Race Game Shown by Transogram

An Auto Drome Race game that is mechanically operated and relies on "bounce-a-ball" action to move up to four racing cars around a four-lane track is now available from Transogram Company, Inc., 200 Fifth Avenue, New York City.

The $4.95 game, which comes in an illustrated 19 9/16"-by-12 5/16"-by-1¾" box, consists of a plastic circuit, four silver balls and racing cars, one for each lane.

Up to four players can participate in the game. In order to move a car, a lever must be pressed so that the ball being used is bounced into a hole above the lever.

The game (#3770), is packed 6 to a 18-pound carton.

Ertl Introduces 5 New Steerable Trucks as Part of Line for 1967

Five new steerable trucks are a part of the line of trucks, tractors, farm equipment and other toys currently being offered to the trade by The Ertl Company, Dyersville, Iowa.

According to Fred Ertl, Jr., the touch steering feature marks a first in successful application to toy trucks. The firm offers 1/16-scale models of trucks with die-cast aluminum bodies and steel component parts along with a driver figure in the cab and full plastic windows and interior. Ertl trucks also show two-toned grilles, plastic headlights, white sidewall tires, riveted axles and trademark decals.

In addition to the five steerable trucks all of the Ertl trucks were changed for the current year. Four new truck numbers were added as well as a Tractor-Loader-Backhoe and Bulldozer in the construction toy category.

In Ertl's farm line, a corn head was added to the Allis Chalmers Gleaner Combine. The company is also offering, new for 1967, a series of 1/32-scale model farm toys, available both bulk pack and carded.

The company presently has a 80,000 square-foot warehouse under construction which will bring overall space to 115,000 square feet. In the plant itself, a second electrostatic spray line has been installed and the finish assembly lines have been increased from two to four.

Ertl does its own die casting, some of its plastic molding, some stamping and all assembling and packaging

Toy Historian Seeks Old-Time Toy Auto Men

Louis Hertz, a toy historian, is currently working on a book that traces the development of toy and model automobiles.

In connection with his search for information and materials, such as recollections, anecdotes, photographs and catalogs, he would appreciate hearing from any toymen who, prior to World War II, were connected with the manufacture or sale of toy automobiles and trucks of all types.

Mr. Hertz can be reached at 4 Colvin Road, Scarsdale, N.Y. 10583.

Lieberman Named V-P Sales for Ed-U-Cards

Shelly Lieberman was recently elected vice-president, sales and marketing, for the Ed-U-Cards Mfg. Corporation, Commack, N. Y.

Mr Lieberman has been associated with

Shelly Lieberman

Ed-U-Cards for the last seven years. He began his career with the firm as production and new products manager. Subsequently, he became a member of the sales staff in charge of the Eastern territory

Simplex Toys Offers Wide Assortment of Items

An in-depth line of educational wooden Simplex puzzles from Holland is currently available from Simplex Toys, 219 South

Hamel Drive, Beverly Hills, Calif.

A series of disk puzzles, geared to children, 3-6, includes Animals (#105), shown, Tom Thumb (#108), Hansel and Gretel (#114), Peek a Boo (#112), and The Mice House (#113), among many others

In addition to the Simplex puzzles, Simplex Toys' executive A. Goldwasser makes known that his firm is also offering a line of sanitized latex squeeze toys from Spain and mechanical friction toys from West Germany as well as mechanical wind-up boats and Rigi Electric Tramway ski lifts from West Germany.

The importers also are marketing a series of large laminated board books, ring books and pop-up books, soft plastic stacking toys and a scooter, all of which come from Holland and all of which are now being actively marketed.

Faribo BLANKETS

POPULAR THERMAL WEAVES

"Modernaire" Cresian Blanket . . Popular Thermal Weave

Blanket in 100% Cresian acrylic fiber that makes it long lived and remarkably carefree Open thermal weave makes it featherlight, yet pleasantly warm and comfortable Beauty of blanket is greatly enhanced by the lacy and hand woven styling Mothproof non-allergenic Machine washable and durable Nylon binding Pink Avocado Green Blue, Gold, Beige or White Specify.

	Ship wt	Retail
9171C815—Twin 80"x90".	3 lbs	$10 98
9172C975—Full 80"x90".	4 lbs	13.98

"Flight-Lite" Summerweight Wool Thermal

All season favorite in a cellular weave construction that has an attractive hand woven look' Lightweight wool so perfect for use for temperature controlled sleeping from spring through winter Permanently mothproofed. Washable. Nylon binding Blue, Pink, Green, Beige Gold or White. Specify.

	Ship wt.	Retail
8538C915 —72"x90" Size . . .	3 lbs	$12.98
8539C1095—80"x90" Size . . .	3½ lbs	14.98
8740C1680—108"x90" King Size	4 lbs	22.50

"Montrose" Wool Thermal Blanket

The popular thermal weave construction in warm, select imported 100% pure wool! Unique cellular construction In winter when light cover is used heat is retained—in summer the thermal action "breathes" away body warmth Use also as a beautiful cover . . actually resembles expensive hand crocheting Nylon binding Mothproof Flame resistant. Avocado Green, Beige Blue Gold Pink or White Specify

	Ship. Wt.	Retail
9857C1095—72"x90". Fits twin or full.	3½ lbs	$14.98
9068C1685—108"x90", King Size . . .	4½ lbs	23.50

Canadian Style "Frontier" ▶

100% pure virgin wool blanket in popular Canadian styling—traditional bold stripes accent each end. Perfect for lodges, dens, dormitories, etc Closely woven, richly napped with soft brushed finish. Wool whipped ends won't fray Machine washable, machine dryable.* 10-year guarantee Colors White with Black, Yellow and Red stripes or Red with Black stripes Specify Ship wt. 5 lbs

	Retail
8536C1475—72"x90" Size... .	$21 00

Carefree Washable Wool

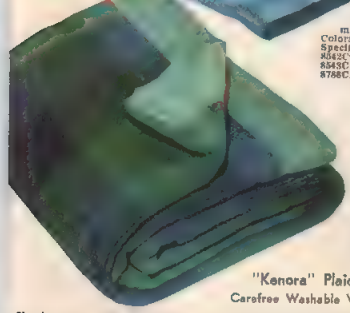
"Fairlan" ACRILAN Blanket

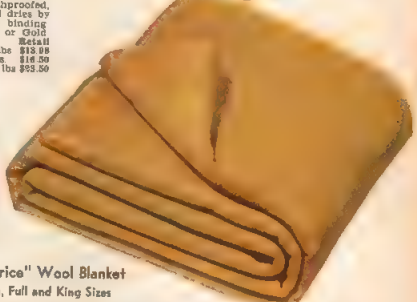
Winterweight

100% Acrilan acrylic blanket—best buy for fuzzy-light warmth plus luxurious softness and superb durability Permanently mothproofed, non-allergenic. Washes and dries by machine! 9" lifetime Nylon binding Colors White, Blue Pink, Green or Gold Specify.

	Ship. wt	Retail
8542C905 —66"x90".	4½ lbs	$13.98
8543C1190—80"x90".	5 lbs	$16.50
8788C1685—108"x90".	6½ lbs	$23.50

ACRILAN





Faribo

MACHINE WASHABLE WOOL

*All Faribo Carefree Wool Blankets on this page are guaranteed for 10 years against shrinkage, moth damage, wearing out of Nylon binding and defective workmanship and materials.

"Kenora" Plaid

Carefree Washable Wool

Closely woven 100% pure wool blanket in rich plaid—as practical as it is good looking Softly napped for greater warmth Permanently mothproofed Perfect in a boy's room dormitory or den—slow to show soil Easiest care—goes safely into washing machine; dries soft and fluffy as new in a dryer. 7" lifetime Nylon binding Block plaid in Autumn Browns or Blue Green combination Specify

	Ship wt.	Retail
8741C1335—72"x90" Size for twin or full bed	4½ lbs	$18.98

"Caprice" Wool Blanket

Twin, Full and King Sizes

Elegant winterweight blanket—warm soft 100% virgin wool Deep nap finish remains after countless washings Toss into washer tumble dry' *10-year guarantee Lifetime 9" Nylon binding Pink Avocado Green Gold Beige, White Specify.

	Ship. wt.	Sugg. Retail
8544C1365—66"x90" Twin Size. Ship. wt. 4½ lbs.....	....	$17.98
8545C1600—80"x90" Full Size. Ship wt.	5 lbs	19 98
8546C2105—108"x90" King Size. Ship wt	7 lbs	29 98

Be Sure to Specify Choice of Color

FLI-BACK

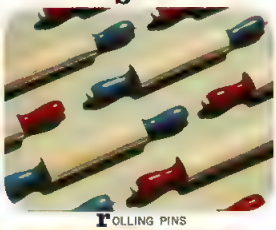
THE PROFIT LINE FROM a TO Z

athletic balls

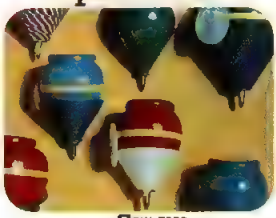
batons

paddle ball games

playballs



rolling pins



spin tops

rackpacks and assortments

yo yos

zooma balls

Fli-Back gives you the profit line with action toys for girls and boys. For 36 years Fli-Back toys have been profitable sales winners with volume-minded merchants across the country. Our policy has never changed — the best in toy values at the least possible price for the most satisfied customers. In packaging, assortments, merchandising plans and service Fli-Back is the line to see . . . from a to z!

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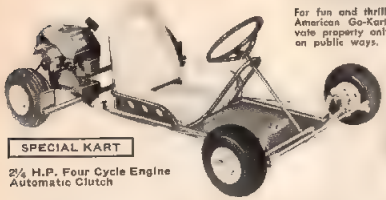
Go Kart ...for fun or racing!

DIVISION OF FOX

For fun and thrills It's the "Super Live Axle," All-American Go-Kart! Recommended for use on private property only. Karts are not intended for use on public ways. F.O.B Wisconsin Factory



SPECIAL KART

2¼ H.P. Four Cycle Engine
Automatic Clutch

4095TF1052 — Debonair. Pela racing Helmet sturdy white fiberglass, heavy padding. Small, Medium or Large Specify. Aviation type Goggles, detachable lens. Ship wt 2½ lbs Sugg. Ret. $14.95

DELUXE KART

"Box Mount" Suspensio
Disc Brake

4089TF15540—"Special" Fun Kart is designed for family fun. Features include 2¼ H.P. four cycle engine, automatic clutch, two wheel scrub type brake, sure foot pedal to hold feet in place, custom upholstery 10" pneumatic tires This kart comes complete, ready to ride, all that's necessary is the gas and oil Sh.p wt. 100 lbs. F O B Wisconsin Factory. Sugg. Retail $195.50

4090TF18200—"Deluxe" Kart with full Live Axle, "Box Mount" sus pension eliminates excessive weight and extra bearings, cuts dra and lets engine be mounted lower Kart finished in Candy Apple Re with chrome rods and white trim Features disc brake, bolt in floo pan, see level gas tank just look to check gas level, plush upho stery, racing slicks (Engine not included) For engine selection, se below Ship wt. 90 lbs. F.O.B. Wisconsin Factory. Sugg. Ret. $199.9

CLUTCHES AND MUFFLER

4099TF1090—Fairbanks, Morse, Rugged heavy duty 4¼" clutch. Specify engine make, shaft size, and number of teeth. Ship wt 3 lbs. Sugg. Retail $15.00

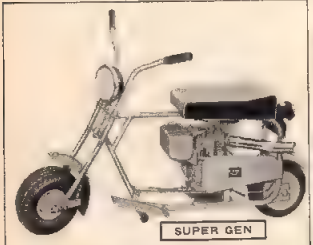
4100TF684—Engine Muffler for all popular engines Cuts noise Specify engine make Sugg. Retail $7.95

McCULLOCH ENGINES

For Deluxe Kart. Ship. wt. 35 lbs. F.O.B Wisconsin Factory

4173TF8596—MC-80 engine, 6.05 cu in. ..... Retail $168.5
4176TF18386—MC-100 engine, 7.3 cu. in. ..... Retail $153.5
4177TF7200 -MC 49 engine 4.9 cu in Retail $79.
4098TF895—Box Mount Kit for McCulloch Engines above Retail $11.

Fox Motor Bikes ox Motor Bikes



SUPER GEN

4178TF13087—Super Deluxe "Little Gen" Motor Scooter. Down to Go, back to stop on control pedal. Fits easily in trunk, plane or boat. Spring suspension on front fork for smoother ride. Chrome exhaust. Overall length 50", Height 33", Wheel base 36". 4 Cycle, 3½ H.P. engine with centrifugal clutch. Adjustable band type brake. High test tubular steel frame. Covered foam rubber seat. Ship wt. 75 lbs. F.O.B. Indiana Factory. Sugg. Retail $174.50

DELUXE BIKE

The finest small bike made. Equipped with a 3 5 H P four cycle American made engine, alternator powered headlight and tail-brake light. 6 volt electrical system. Front and rear suspension and plush deep foam saddle makes riding a pleasant experience even over rough terrain. Front fork is rubber booted with heavy-duty coil spring shocks for unequalled road-holding excellence. Rear suspension has shock mounted swing-arm design, gives soft springing with firm damping Kick-up foot pegs for standing Finish in Hi-Fi Blue with chrome trim Includes windshield for added safety Windshield requires simple installation

4105TF18235—Deluxe Bike with Windshield. Ship. wt. 90 lbs. F.O.B. Wisconsin Factory. Sugg. Retail $201.45

4179TF17160—Deluxe Bike without Windshield. Specifications same as above Sugg. Retail $189 50

Retail prices are suggested only and may vary in different areas. See Trade Information.

TRAIL BIKE

4101TF14945—A rugged performer beefed up an equipped for rough trail use. It's power geared easily portable, has big 14" tires, high qualit construction throughout Equipped with a H.P four cycle American made engine and l geared down through a jackshaft for mor power in tough terrain Features: 5" interna expanding brake, steel fenders, kickstand, an a comfortable foam saddle Fenders require sim ple installation. Ship. wt. 90 lbs. F.O.B. Wiscon sin Factory. Sugg. Retail $164.4

LITTLE GEN

4062TF11313—"Little Gen" Ideal All Purpose Motor Scooter comes ready to roll. Go or Stop with a tilt of foot control. Heel down applies the brake, clutch and throttle automatically disengage Comfort and ease of handling, represents the "Gen" idea of maximum usefulness Only 50" long, 24" wide Slip locking clip out of the steering fork and it collapses to 39 inches Recoil start, 4 cycle, 3½ H.P. engine. Adjustable band type brake Automatic centrifugal type clutch. High test tubular steel frame. Covered foam rubber seat. Ship. wt. approx. 79 lbs. F.O.B. Indiana Factory. Sugg. Retail $149 50

STANDARD BIKE

4102TF13525—Standard Bike. Supplied with a H P. four cycle American made engine. Also con tains automatic clutch, 5" internal expandin brake, sturdy steel fenders, kick-up foot peg typ kickstand and comfortable "big bike" saddle Fenders require simple installation. Finished i brilliant red offset with chrome trim for eye catching appeal. Ship. wt. 90 lbs. F.O.B. Wiscon sin Factory. Sugg. Retail $149.4

4106TF1075—Windshield Kit for Standard or Tra Bike. Sugg. Retail $11.9

4103TF1345—Light Kit for Standard or Trail Bike Sugg. Retail $14.9

No C.O.D. Orders on Factory Shipments.

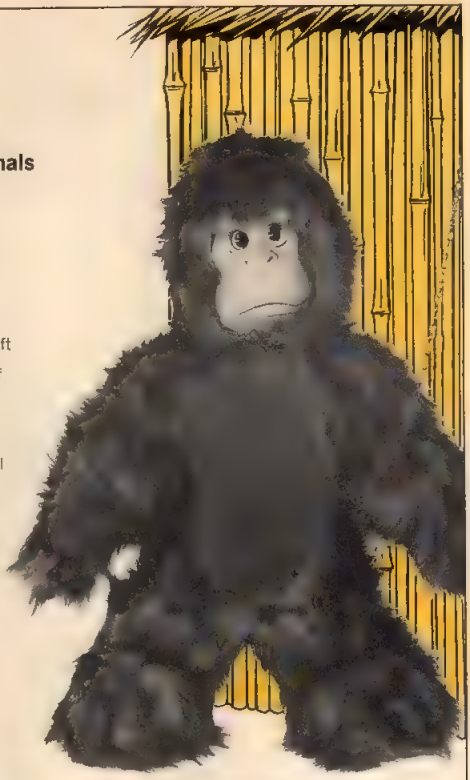
Rushton–

The one source for everything you need in stuffed dolls and animals

. . . from tiny creatures to SUPER GIANTS!

This year, Rushton features the largest, most diversified line of soft stuffed Dolls and Animals we've ever offered. There's every type of creation from wee miniatures to whopping giants of incredible size . . . each individually designed with imaginative originality—you can't help but adore! Be sure to see this unusual assortment at the Toy Fair, Room 915, Fifth Avenue Building. You'll find everything you need in plush—at Rushton's, "one-stop buying center."

- ☆ Original designs.
- ☆ Novelty items.
- ☆ Colorful fashions.
- ☆ Washable fabrics.
- ☆ Popular prices.



Gus the Gorilla

Seymour the Serpent

Rushton
1275 Ellsworth Ind. Drive, N.W.
Atlanta, Ga. 30318

THE RUSHTON COMPANY, ATLANTA, NEW YORK, CHICAGO, LOS ANGELES

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: A NEW CONCEPT IN TOYS
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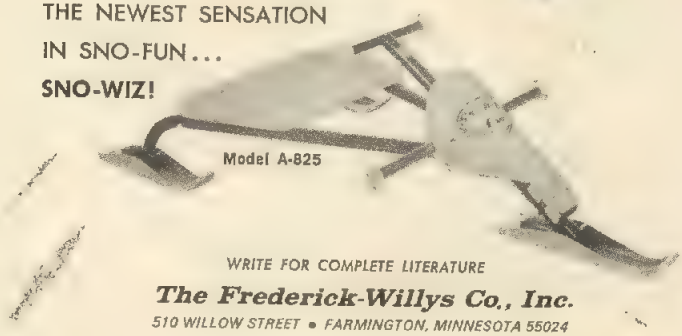
CHOOSE FROM THE
MOST COMPLETE LINE...
30 INCHES TO 100 INCHES

THE NEWEST SENSATION
IN SNO-FUN...
SNO-WIZ!



Model A-825

WRITE FOR COMPLETE LITERATURE

The Frederick-Willys Co., Inc.

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Swing-Away Step Safety Ladder Introduced by Goshen

A new wood swing-away step safety ladder for above-ground pools is now available from the Goshen Mfg. Company, Goshen, Ind. Designed for above-ground

pools with maximum depth of 48", the Medalist Safety Pool Ladder, (#61105), features wide steps, large accessible hand rails, a platform, and a wide base and stabilizer with non-tip construction.

All the wood parts are covered with weather-resistant enamel which protects against chemically-treated water and the elements, it was stated An outside ladder swings up to protect against unsupervised use of pool and prevents children from entering pool when not in use.

The ladder's specifications include: overall height, 70"; platform, 15" by 19¾"; and shipping weight, 43 pounds.

Uneeda Wins Injunctions Against 2 European Firms

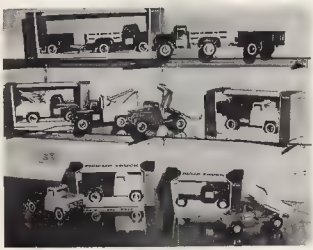
The Uneeda Doll Company recently secured injunctions in Nuremberg, Germany, against two companies who participated in the Nuremberg Toy Fair. Fonteyn and Swart of Rotterdam, The Netherlands, and Scandinavian-Japanese Trading Agencies of Copenhagen, Denmark.

The above firms were accused of showing Hong Kong copies of Uneeda's Pee Wee Doll The German Court issued injunctions to prohibit further display and sale of the copies, and awarded Uneeda costs.

The Rotterdam and Copenhagen companies signed a long-term prohibitive agreement against selling copies of Pee Wees throughout the world, or delivery on any orders they had received.

The injunctions were obtained by the law firm of Shayne, Dachs, Weiss, Kolbrener & Levy of New York. German associate counselors were Dr. Friedrich Bhyain and Dr Ulrich Scholz of Nuremberg. Gesse Zimmermann of Shayne, Dachs appeared in Nuremberg to prosecute the injunctions.

Gabriel's Hubley Division Offers Mighty Truck Line



The Hubley Division of Gabriel Industries last month introduced the Hubley Mighty Line and the Hubley Mighty Mite Line, featuring Red Baker's Road Builders, to buyers at Toy Fair.

The Mighty Line comprises five die-

cast metal trucks and road builders each of which is available in two-color combinations. Each truck shows a plastic windshield, white-wall tires and plated wheels. This line consists of a 20" stake-truck and trailer, an operative tow truck, an operative dump truck, a pick-up truck and a operative junior dump truck. Each of the trucks is offered in see-through packaging.

The same type of packaging is shown in a new series of four die-cast metal construction vehicles, a power shovel, a front-end loader, a road grader and a bulldozer, that comprise a new Road Builder line.

The Mighty-Mite die-cast metal line includes such trailer rigs as an auto transport with two automobiles and a ramp for loading and unloading, a cattle truck in red and yellow, a lumber truck with nine logs and a tanker truck. These trucks are also available in sets.

Other items in this line include a Dump 'n Dozer, a Surf 'n Sand jeep and speed boat, a Jeep 'n Cannon, a Road 'n Track "hot rod" with motorcycle trailer, a Fire Fighter, an Armed Forces Rescue Helicopter and so on.

The Red Baker's Road Builders items include an earth hauler, power boom, road grader, bulldozer, and front end loader.

Holland Named Executive Vice-President at Mattel

Herbert J. Holland, 48, was recently promoted to executive vice-president-marketing for Mattel, Inc., Hawthorne, Calif. Other company promotions included

Herbert Holland

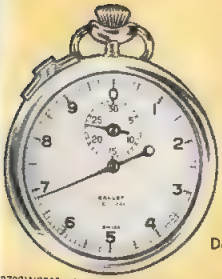
that of Arthur S. Spear, 46, to executive vice-president-operations; and Joshua W. Denham, Jr., 36, to vice-president-distribution.

Seymour Adler, 47, rejoined Mattel as vice-president-engineering.

Mr. Holland joined Mattel in 1956 and has served as sales manager, vice-president-merchandising and vice-president-marketing. Mr. Spear was with Revlon, Inc., before he joined Mattel in 1965. Mr. Denham, who also joined the firm in 1965, had earlier been associated with Westinghouse Electric.

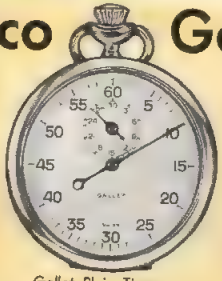
Mr. Adler was formerly with Mattel from 1949 until 1964, at which time he resigned to pursue private business interests.

Fine Galco Gallet Timers

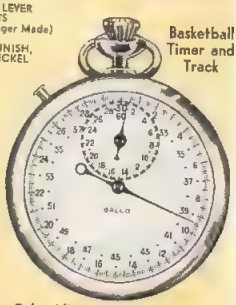


- NIVAROX HAIR SPRINGS AND GLACIDUR METAL BALANCES TO MINIMIZE CONTRACTION AND EXPANSION
- ANTI-MAGNETIC

INDUSTRY
SPORTS
TELEVISION
AVIATION
RADIO



- 7-JEWELED LEVER MOVEMENTS (None Stronger Made)
- CHROME FINISH, HINGED NICKEL CASES



Basketball Timer and Track

Gallet Decimal Timer

8702W2210—Gallet Decimal Timer. This 7J dependable instrument divides the minute into 100 parts. Side slide for rim action. Small hand registers revolutions of long hand. Fly back from crown. **Suggested Retail $42.00**

Gallet Plain Timer

8701W2080—7J Gallet Plain Timer. For industrial use and general sports. Long hand registers 60 seconds and small hand minutes up to 30. Start, stop and fly back from crown lever movement nickel case. **Suggested Retail $38.40**

8725W1170—As above with 30 min. 13 movement. **Suggested Retail $21.60**

Galco 1/10 Second Timer

8715W2070—7J Galco Basketball 1/10 Second Timer with Time-Out. Start and stop from crown; side plunger restores hands to zero. 7 jewels. Features 30-minute register. **Suggested Retail $38.20**

Sprints, Track and Swimming

8740W2630—7J Galco 10 second timer. [illegible] **Retail $48.80**

Gallet 7 Jewel Split Timer

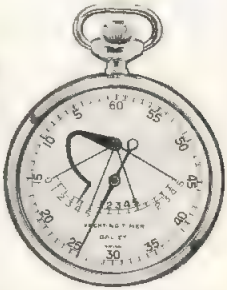
8748W4900—Same as above [illegible] **Retail $90.50**

FOR SPLIT SECOND ACCURACY

Galco 10 Second Timer

8751W2245—7J Galco 10 second timer. Ideal for swimming and track sprints. Sweep hand makes one revolution in 10 seconds and registers up to 10 minutes. Unbreakable [illegible] **Retail $41.40**

FOR EVERY SPORTS AND TECHNICAL USE



Yachting Timer

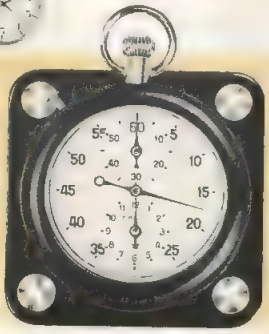
8742W2500—7J Gallet timer with three 5 minute segments. Excellent for timing race starts. 15 minute register. **Retail $46.20**

8750W3250—Same as above but also water resistant. **Retail $60.00**

Speed Car Laps & Starts

8743W2600—Gallet 7J 1/100 second timer. 2 minute register. Sweep hand makes one revolution in 3 seconds. Divisions to 1/100th second. Very [illegible] **Retail $48.00**

8744W5915—Two of the above watches in twin plastic dash board mount. **Retail $109.20**

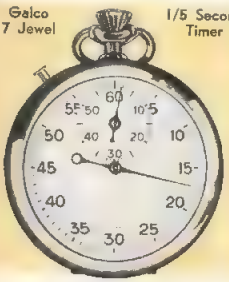


Sportscar Timer In Dashboard Mount

8730W2675—Popular new sports car 7J Galco Timer in hard Black plastic case. Can be attached to dashboard. Features 12 hour 1/5 second register with time out. Shock resistant [illegible] **Retail $49.30**

8747W2405—Same as above but without plastic dash board mount. **Retail $44.40**

Galco 7 Jewel 1/5 Second Timer

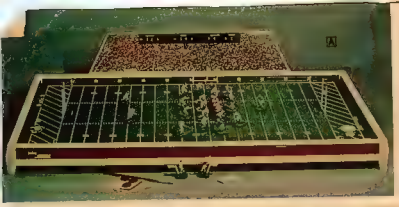


Galco Football Timer

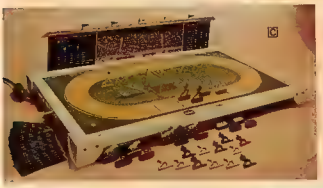
8724W1995—7J Galco Football 1/5 Second Timer with Time Out. 60-minute register. Start and stop from crown and plunger restores hands to zero. **Suggested Retail $36.90**

8734W1900—Same as above but no time out. **Retail $35.00**

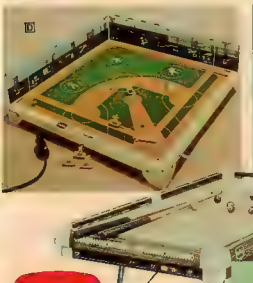
Retail Prices Vary in Different Areas

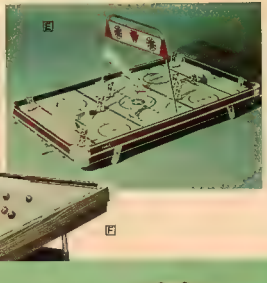


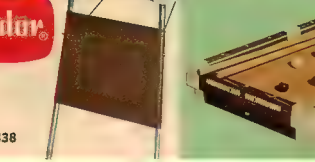
Action Sport Games

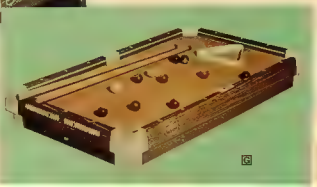


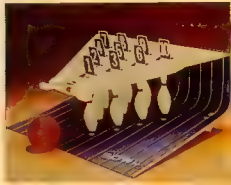
Fun for the whole family











A TRU-ACTION CLASSIC ELECTRIC FOOTBALL. Most complete "indoor" football game. Gridiron 3' long. Deluxe quality game rail construction. Exclusive Isopad game board mounting assures continuous action. Paints with 4 team colors, photo reproduced crowd. All this in addition to the features of the No. 500. Wt. 10 lbs.
600TU1099 ..... $16.00

B TRU-ACTION ELECTRIC FOOTBALL. Large 3-dimensional figures, ends, tackles, guards, offensive backs, defensive backs, plus additional quarterback for each team. Timer automatically starts and stops. Colorful grandstand, adjustable scoreboard. Paints to color players Speed control. Wt. 4½ lbs.
500TU555 ..... $8.00

C TRU-ACTION ELECTRIC HORSE RACE. Extremely realistic track and field. Results and points record on race results board. Exclusive pari-mutuel board posts odds and determines post positions. All the thrills and excitement of an actual race. Wt. 4½ lbs.
528TU555 ..... $8.00

D TRU-ACTION ELECTRIC BASEBALL. This game duplicates big league action. Players actually run the bases, moving runners can be thrown out at any base; double and triple plays are possible; remote pitching and batting. Scoreboard on outfield fence. Wt. 4½ lbs.
555TU555 ..... $8.00

E TRU-ACTION SPORTS CLASSIC HOCKEY. Exciting features. Players realistic as they rotate and slide. Goalies move from side to side to block puck. Bold decoration on mar-resistant rink. Scorekeeper at each goal. Colorful scoreboard readable from both sides. Instant action puck ejector. Wt. 9 lbs.
725TU1099 ..... $16.00

SAME AS ABOVE, but an economy version. Does not have overhead scoreboard or puck ejector. Wt. 6 lbs.
700TU688 ..... $10.00

F TUDOR POOL TABLE. 40" Table; solid steel web-reinforced legs, adjustable leg levelers. 30" two-tone Cue Sticks and Ball Rack. Deep reinforced steel sides, wood grain finish. All steel ball tray, magnetic scoring device. Jumbo 1" balls, gold felt cloth playing surface. Wt. 16 lbs.
865TU1588 ..... $22.00

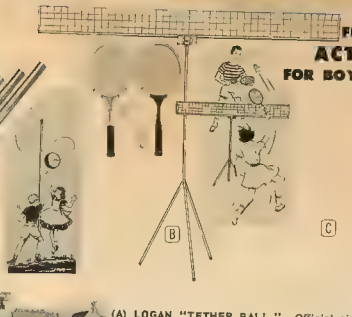
G TUDOR POOL TABLE. 30" Table. 24" Cue Stick and Ball Rack. For any table top. All steel ball tray, magnetic scoring device. Jumbo 1" balls. Playing surface reinforced against warping and sagging. Wt. 9 lbs.
810TU688 ..... $10.00

H TUDOR BOWL. Makes Spares, Strikes, Splits. Dual-action pin reset speeds up fun. Ten 4½" unbreakable polypropylene pins with integrally molded position markers. Ball returns automatically. Large 3" rubber ball. Wt. 4 lbs.
460TU399 ..... $6.00

tudor®

FUNTIME ACTIVITIES FOR BOYS AND GIRLS

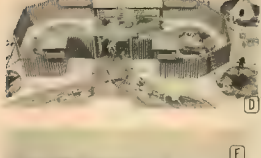
A



B

C

EXCITING NEW FUN



D

(A) LOGAN "TETHER BALL." Official size. Fun and healthful exercise for youngsters. Includes the tetherball with hook and rope, heavy duty 7½-ft. pole of 1½" diam. steel tubing, ground sleeve. **LO-925X530** Ship. wt. 7 lbs. . . . . **Retail $7.95**

(B) INDOOR/OUTDOOR BADMINTON SET. Fully portable . . . use it anywhere. Net is 6-ft. long, stands 5-ft. high, on sturdy steel tripod support. Two nylon strung rackets and shuttle-cocks included. **LO-875X397** Ship. wt. 3½ lbs. . . . . **Retail $6.00**

(C) ELECTRIC PIN BALL GAME-MARX–16" wide, 31" long, 45" high. Full color litho steel playing surface enclosed in clear heavy lucite. Automatic scoring & five steel balls ring bells, activate lights, etc.
MAR-400X1997 Ship. wt. 16 lbs. **Retail $29.95**

F

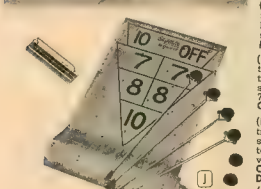
(D) FORT APACHE PLAY SET. Indoor fun the whole year through. Includes cowboys, Indians, cavalry, stockade, and an Indian village, plus a shell shooting cannon, fence, scaling ladders, etc. **MAR-3681X397** Ship. wt. 5 lbs. . . . **Retail $6.00**

(E) GIANT ANT FARM–Watch them dig tunnels, see them build rooms, erect bridges before your very eyes. The farm is 10"x15". Set includes a year's supply of ant food, feeder, certificate for ants.
EJC-H33X465 Sh. wt. 4 lbs. **Retail $6.95**

G

(F) BATTLEGROUND PLAY SET. Plenty of realism and action. Over 60 pieces of 3-D polyethylene soldiers in combat poses, plus shell-shooting machine gun, tank, half track, jeep, much more.
MAR-4756X365 Ship. wt. 4 lbs. . . . **Retail $5.50**

(G) DOG FAMILY–Battery operated, remote controlled Poppa dog walks and barks, a moment later "Puppy" dog jumps and yelps over to his side. Each can be controlled individually. Dogs 7" & 5". Takes 2 "D" cells.
CR-2830-1X465 Ship. wt. 3 lbs. **Retail $6.95**



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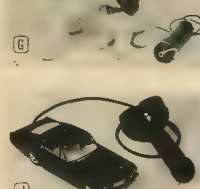


H

(H) MUSTANG–Battery operated, remote controlled. Scaled Mustang with 5-way action. Oversized hand-grip dash board controls enables you to steer left or right, beep a horn, forward & reverse. 2 "D" cells.
CR-2544-2X335 Ship. wt. 2 lbs. **Retail $5.00**
DX13 D batteries for G. & H. above **Ret. ea. 20¢**

(J) GAME ROOM SHUFFLETTE. Linoleum playing surface is 14x3-ft. wide. Our 50" cues and 8 four-inch discs included. Stencil is 60x44".
KL-40LX1197 Ship. wt. 19 lbs. **Retail $18.00**

WILSON BOXING EQUIPMENT FOR THE FUTURE CHAMPIONS

(N) "PUNCHING BAG PLATFORM" — Slightly less than regulation size, for youth use. Has hardwood frame and steel rebound ring. Chain type swivel. Quiet and dependable in operation. Wt 9 lbs.
WIL-H1456X397 . . . . . **Retail $9.00**

(O) "PUNCHING BAGS" — 6 panel style for youth use. In wine colored sheepskin or vinyl (see below). Full sized bladders. 3 lbs.
WIL-H1314X797 Wine colored sheepskin . . . . . **Retail $11.95**
WIL-H1324X565 Wine colored vinyl . . . . . **Retail $8.50**

(P) "BOXING GLOVES" Boy's models. Well padded. Leather reinforced between thumb and palm. Padded wrist, stuffed palm grip. Set of 4.
WIL-H1180X865 Sheepskin model for boys to 15. . . . . **Retail $13.00**
WIL-H1176X465 Vinyl model for boys to 8. . . . . **Retail $7.00**

N

O

P

Strombecker Corp (Div Tootsietoy—Model Road & Raceways) 4646 W Lake St Chicago Ill 60644
Study-Craft 40 Beauregard Dr Gretna La 70053
Tomy Co Inc 3-15 Komagata 1-chome Taito-Ku Tokyo Japan
TRANSOGRAM CO 200 5 Ave NYC 10
Tudor Metal Prods Co 176 Johnson St Brooklyn 1 N Y

GAMES, FISHING

Davis H Toy Corp 461-467 Frelinghuysen Ave Newark NJ
H-G Toys (Harett-Gilmar Inc) 500 Ocean Ave East Rockaway L I N Y
JAK-PAK INC 236 N Water St P O Box 374 Milwaukee Wis 53201
SCHAPER MFG CO 650 Ottawa Ave N Minneapolis 22 Minn
TRANSOGRAM CO 200 5 Av New York 10 N Y

GAMES, FOOTBALL

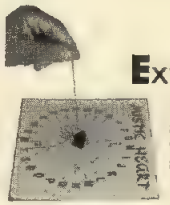
Avalon Hill Co The 4517 Harford Rd Baltimore Md 21214
Bayshore Inds 200 5 Ave NYC 10010
Boyd Specialty Co The 987 Colgate Rd Columbus 13 Ohio
Cadaco Inc 310 W Polk St Chicago Ill 60607
Championship Games Inc 68 Church Ln Westport Conn 06880
Commonwealth Toy Novelty Co 200 5 Ave NYC 10
Eldon Inds Inc 2701 W El Segundo Blvd Hawthorne Calif 90252
Fairchild E E Inc P O Box 3947 Rochester N Y 14610
Gotham Pressed Steel Corp 411 Wales Ave Bronx N Y 10454
Ideal Toy Corp 200 5 Ave NYC
LOWE E S CO 200 5 Ave NYC 10010
Minnesota Mining & Mfg Co 2501 Hudson Rd Bldg 220-8W St Paul Minn
PARKER BROS INC 190 Bridge St Salem Mass
STEVEN MFG CO Hermann Mo 65041
Tudor Metal Prods Co 176 Johnson St Brooklyn 1 N Y

GAMES, FORTUNE TELLING

Alabe Crafts Inc 1632 Gest St Cincinnati Ohio 45204
Arlane Mfg Co 4462 S Germantown Av Philadelphia 44 Pa
BAR-ZIM TOY MFG CO 930 Newark Av Jersey City 6 N J
Cardinal Inds Inc 175 Powers St Brooklyn 11 N Y
Fairchild E E Inc P O Box 3947 Rochester N Y 14610
Honey Toy Inds Inc 200 5 Ave NYC 10010
PARKER BROS INC 190 Bridge St Salem Mass
Smith Edward Mfg Co 1316 Old Skokie Rd Highland Park Ill 60035
THOMIC INC 8634 S Indiana Chicago Ill

GAMES, GOLF

Aco Games 1208 Market St Charlottesville Va 22901
Barris Corp The 1323 Downtown Blvd P O Box 1026 Raleigh N C
Bayshore Inds 200 5 Ave NYC 10010
Belz Bros 3824 Gordon St Ft Worth Tex 76110
Boyd Specialty Co The 987 Colgate Rd Columbus 13 Ohio
Championship Games Inc 68 Church Ln Westport Conn 06880
General Sportcraft Co Ltd Woodbine St Bergenfield N J 07621
Globe Rubber Prods Corp 3333 N Lawrence St Philadelphia 40 Pa
H-G Toys (Harett-Gilmar Inc) 500 Ocean Ave East Rockaway L I N Y 11518
LOWE E S CO 200 5 Av NYC 10
Ohio Art Co The East High St Bryan Ohio
PARRIS MFG CO Savannah Tenn
Rademaker H & Son Inc 1501 College Av S E Grand Rapids Mich
Realistic Prods Co 1965 S 74 St West Allis Wis 53219
SHAMPAINE/CARROM 1920 S Jefferson St Louis Mo
TRANSOGRAM CO 200 5 Av New York 10 N Y
Tudor Metal Prods 176 Johnson St Brooklyn 1 N Y
Wiffle Ball Inc 275 Bridgeport Shelton Conn



MISTIC HEART

Extra **S**ensory **P**erception **G**ame

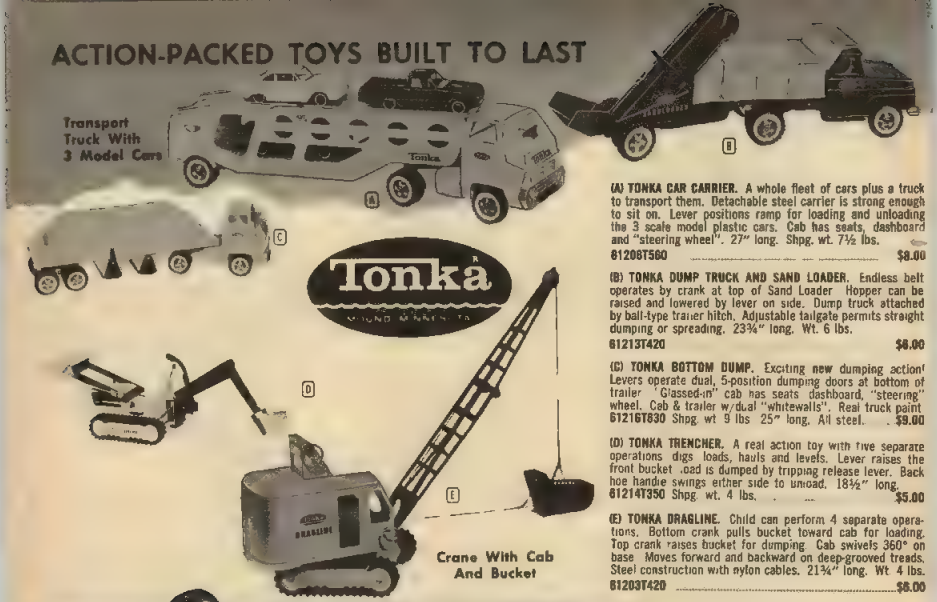
For years, successfully sold to followers of astrology and the mystic. Now in demand by the mass market. Answers your questions with a "Yes," "No" number, or even spells.

Deluxe Boxed Model & Rack Pack

Patent No. 3307850

THOMIC INC. P.O. Box 6652, Chicago, Illinois 60680

ACTION-PACKED TOYS BUILT TO LAST



(A) TONKA CAR CARRIER. A whole fleet of cars plus a truck to transport them. Detachable steel carrier is strong enough to sit on. Lever positions ramp for loading and unloading the 3 scale model plastic cars. Cab has seats, dashboard and "steering wheel". 27" long. Shpg. wt. 7½ lbs.
61206T560 ..... **$8.00**

(B) TONKA DUMP TRUCK AND SAND LOADER. Endless belt operates by crank at top of Sand Loader. Hopper can be raised and lowered by lever on side. Dump truck attached by ball-type trailer hitch. Adjustable tailgate permits straight dumping or spreading. 23¾" long. Wt. 6 lbs.
61213T420 ..... **$6.00**

(C) TONKA BOTTOM DUMP. Exciting new dumping action! Levers operate dual, 5-position dumping doors at bottom of trailer. Glassed-in cab has seats, dashboard, "steering" wheel. Cab & trailer w/dual "whitewalls". Real truck paint.
61216T830 Shpg. wt. 9 lbs. 25" long. All steel. **$9.00**

(D) TONKA TRENCHER. A real action toy with five separate operations: digs, loads, hauls and levels. Lever raises the front bucket. Load is dumped by tripping release lever. Back hoe handle swings either side to unload. 18½" long.
61214T350 Shpg. wt. 4 lbs. **$5.00**

(E) TONKA DRAGLINE. Child can perform 4 separate operations. Bottom crank pulls bucket toward cab for loading. Top crank raises bucket for dumping. Cab swivels 360° on base. Moves forward and backward on deep-grooved treads. Steel construction with nylon cables. 21¾" long. Wt. 4 lbs.
61203T420 ..... **$8.00**

EXCITING TOYS

(F) ANDY GARD SCAT CAR. Little speed demons will be the envy of the neighborhood with this unbreakable polyethylene Ride 'em Scat Car. Has rugged all steel frame and foolproof self-steering. Other features include comfortable back-rest, conveniently placed foot mounts and sturdy crash bumper. Highly maneuverable and loads of fun for active youngsters. It is a bright red with white steering wheel and bumpers, black tired wheels. 20" long.
60931T405 Wt. 5 lbs. **$5.75**

(G) ANDY GARD RIDE'EM HOT ROD. Roar!!! Big, new molded ride car keeps lively youngsters occupied for hours. It is a bright blue, red and white with sparkling chrome-like trim all around. Friction motor for a realistic big motor roar sound! Sturdily constructed with positive steering action. Built to stand up under the daily wear and tear and kids can ride it indoors and out, either way! Loads of fun! 28" long, 15" wide, 13" high.
60933T730 Wt. 8 lbs. **$10.95**

(H) ANDY GARD RIDE'EM DRAGSTER. It is a long 40"!! 15" H x 15" wd. Designed with all the dragstrip features—in sleek molded plastic. A hot number for the youngsters with spirit and go! Handsomely detailed with chrome-like plated hub caps, exhaust pipes and carburetors. Attractive decal trim strips. Direct and sturdy steering mechanism. New, up to date styling, that will be sure to be enviable in the entire neighborhood. Shpg. wt. 7 lbs.
60934T770 ..... **$11.50**

COMPLETE WITH "TOUCH CONTROL"

(I) "JOHNNY SPEED" CAR—BY TOPPER. It's a toy! It's a game! It's a test of skill! See it to believe it! (perfect 1/12 scale). Hours and hours of fun, with quality of performance plus beauty in design. Comes with the new Topper **touch control**. Every action takes only a touch to bring instant response to remotely operate car to go fast, slow, forward, back or left or right. Like speed with a capital "S"? Here is a car that really gets up and goes. You're in control. Every kid in town will want one—and so will Dad. Never before has there been such a toy as this. It has a lot more of what you want. No picture can do justice to this outstanding toy which is 22" long x 8" wide x 6½" high. Requires one lantern type 6 volt battery (not included). Shpg. wt. 8 lbs.
62978T1400 MAILABLE **$20.00**

A

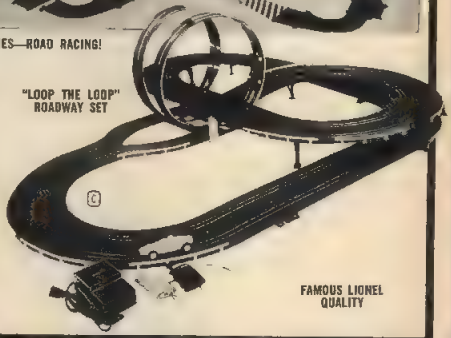
B

ENJOY ONE OF AMERICA'S FASTEST GROWING HOBBIES—ROAD RACING!

(A) MATTEL SWITCH'N'GO TWIN GT CAR SET. Press the Master Air Control pump—send a spurt of pressure through the hollow plastic track—activate Air Switches and Flip Crash Trippers anywhere along the line! Battery-powered vehicles are remote-controlled by air through flexible tube-track. Track is flexible, inexpensive—cut it, join it, etc. Gate rises automatically too! Includes 2 racers, 60' track, 2 cross-overs, Air Flip Crash, and more!
6085371190 ..... $17.00

(B) TRANSOGRAM DARE DEVIL TRIK-TRAK. Set tracks in many varied layouts, as big as you wish—under furniture, around walls, from room to room. And, set up "exploding house", "flipover track", "wall of logs", "teeter-totter" etc. Battery-operated car will follow course you have set. Plus new steerable Trak, new improved Dolphin car w/geared rear wheel. 11 tracks, etc.
6240971839 Shpg. wt. 6 lbs. $11.98

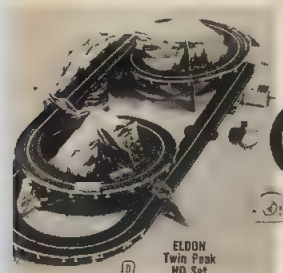
(C) LIONEL 1 32 STANDARD ROADWAY WITH "LOOP THE LOOP". Featuring the new, exciting, Loop the Loop! Each piece is large enough so that the youngest as well as the oldest youngster can have hours of enjoyable play value. With underpasses, thrilling curves, lengthy straightaways. Set includes 2 cars, power pack, roadways, lap counter, guard rails, trestles, etc.
6287812237 Shpg. wt. 12 lbs. $35.95



"LOOP THE LOOP" ROADWAY SET

C

FAMOUS LIONEL QUALITY



ELDON Twin Peak HO Set

D

E

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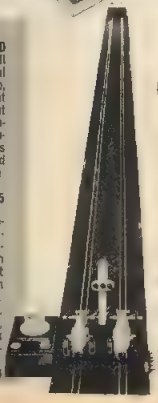
(D) ELDON TWIN PEAK HO ROAD RACE SET. Thrilling triple level racing in HO scale, over-under, up and around! Includes Ferrari and Sting Ray racers with "hi-power" 12 volt 3-pole in-line racing motors, clear windshield, metallized bumpers and grilles. 12-volt power pack, two speed control rheostats. Lap counter. Plus, pre-assembled snap-together track: 12 curved, three 9" straight, four 6" straight, one 9" power track, one 9" chicane. Twelve pieces of fence, four bridge supports, six pieces of colorful mountain scenery, and instructions. Package size: 26x20x2¾". A gift that'll brighten any youngster's eyes!
6237371260 Shpg. wt. 7½ lbs. $18.98

(E) AURORA "STIRLING MOSS" RACING SET. Includes two exciting Thunderjet "500" cars! Complete outfit consists of two speed controls with reverse switches and brakes; eight 9" radius curved roadways, seven 9" straight roadways. Plus one 9" straight terminal roadway, four trestle posts, and one set of guard rails. With one dependable power pack. Two speed controls are equipped with speed indicators to add even more realism to the fun of this exciting pastime. Cars go "screaming" around the track, realistically "protected" by the guard rails. A complete table top racing outfit for fun all year 'round.
6237371123 Shpg. wt. 7½ lbs. $16.63

(F) GILBERT "JAMES BOND 007" COMPLETELY LANDSCAPED AND WIRED RACING SET DELUXE. All landscaped, all wired, all ready to race! Offers challenges to the skillful driver never before seen in table-top racing: Hill Climb, jump over "Bridge Out" gap, slippery oil slick, tight curves, alternate route switching, and narrow road that permits passage of only one car at a time! Each set includes six square panels that snap together. Landscaping, wiring and roadway are built-in. Set includes LeMans Start panel that sends cars alternately to mountain and valley routes, pit stop area w/car lift; mountain-tunnel panel, warning lights, much more!
6104773330 Shpg. wt. 17 lbs. $49.95

(G) ELDON TOP ELIMINATOR DRAG STRIP SET. New! Features two 1/24 scale AA Fuel Dragsters with authentically detailed super-charged Dodge engines. Synchromatic Christmas tree start light system . . . lights flash in sequence, 3 yellow to green for "go" . . . jump start trips red lights. With automatic race and re-set button control box. Mounted on special pre-wired power track. Plus "safe-stop" shock absorber tunnel, powerful 12v. power pack, 2 rheostats, 34 pcs. new wide straight track, hop-up tuning kit, decals and instruction book. Track tested at the Eldon Center, Riverside International Raceway. Package size: 28x16x4½
6237271665 Shpg. wt. 11 lbs. $24.98



G

ELDON New Drag Strip Set —With 2 Cars

A "DRAGSTER III." Startling appearance and big bike gearing. 3-Speed rear hub with twist grip control on handlebar. Front and rear caliper handbrakes. Stubby chrome fenders and gold color frame. 20" wheels with whitewall tires. Boys model only. Ship. wt. 41 lbs. Retail
4140TF4755—20" Boys . . $59.95

B "CHEATER SLICK DRAGSTER." A deluxe bike with the popular Cheater Slick rear tire. Gleaming flamboyant lime green frame with chrome plated stubby fenders. Big bike gearing. Rear coaster brake, front handbrake. 20" wheels. Boys model only. Ship. wt. 40 lbs. Retail
4141TF4138—20" Boys . . $49.95

C "MISS AMERICA." A truly feminine bike with Hi-Riser handlebars. Sparkling white frame with blue trim and chrome plated fenders. Flowered wicker basket. Rear coaster brake and big bike gearing. 20" wheels. Girls model only. Ship. wt. 38 lbs. Retail
4142TF4291—20" Girls . . $49.95

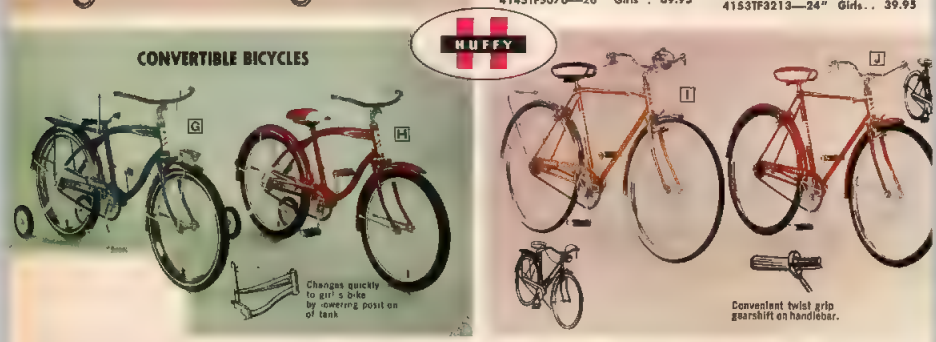
All bicycles on this page F.O.B. Ohio Factory.

D "THE RAIL." Long, low-profile follows the concept of super racers at drag strips. 5 speeds with T-bar stick shift. Front and rear caliper brakes. Chrome stubby fenders. Exotic new color . . . Midnight Magenta. 20" wheels with Red band cheater slick rear tire. Boys model only. Ship. wt. 41 lbs. Retail
4143TF5321—20" Boys $69.95

E "SILVER JET." A sparkling triple-chromed beauty. Twin-arch Spacecraft frame. Equipped with tank, horn, electric headlight and taillight, control console and deluxe carrier. Rear coaster brake, 1.75" whitewall tires. Chrome with Flamboyant Red. Ship. wt. 50 lbs. Retail
4144TF5070—26" Boys . . $69.95
4145TF5070—26" Girls . 69.95

F "CORVAIR." Handsome styling with sleek tank, twin headlight and rear luggage carrier. Chrome fenders and 1.75" whitewall tires. Boys Spacejet Black; Girls White with Blue. Ship. wt. 46 lbs. Retail
4146TF3918—26" Boys . . $46.95
4147TF3918—26" Girls . . 46.95
4148TF3821—24" Boys . . 46.95
4149TF3821—24" Girls . . 46.95

"BELAIR." (Not shown.) Similar to above, but unequipped. Boys Red; Girls Blue. Ship. wt. 43 lbs. Retail
4150TF3319—26" Boys . . $39.95
4151TF3319—26" Girls . . 39.95
4152TF3213—24" Boys . . 39.95
4153TF3213—24" Girls . . 39.95



G "20" DELUXE CONVERTIBLE." Converts from boys to girls bike, then back in a jiffy. Bike features: coaster brake, ball bearing crank, pneumatic tires, luggage carrier and headlight. With removable outrigger training wheels. Flamboyant Blue. Ship. wt. 36 lbs. Retail
4134TF3351—20" Model $39.95

H "20" STANDARD CONVERTIBLE." Changes from boys to girls bike. Pneumatic tires, coaster brake and removable training wheels. Red. Ship. wt. 35 lbs. Retail
4155TF2948—20" Model $36.95
"16" SIDEWALK CONVERTIBLE." Similar to 20". Semi-pneu. tires Red. Ship. wt. 31 lbs. Retail
4156TF2335—16" Model $29.95

I "DELUXE SPORTSMAN." Twist grip gearshift on handlebar. 3-speed rear hub. Caliper brakes front and rear. Chrome fenders, headlight, rims and luggage carrier. Pre-assembled except handlebar, pedals, saddle. Mens Gold; Ladies White. Ship. wt. 46 lbs. Retail
4157TF4189—26" Mens $49.95
4158TF4189—26" Ladies 49 95

J "STANDARD SPORTSMAN." Front and rear caliper brakes. 3-speed rear hub, twist grip gearshift. Mens Red; Ladies Blue. Ship. wt. 43 lbs. Retail
4159TF3678—26" Mens $44.95
4160TF3678—26" Ladies 44.95
"MARK 10" TEN SPEED. Racing bars. Huret gears. Gold. 44 lbs.
4161TF5103—26" Mens $59.95

Bicycles on This Page Shipped by Truck or Express from Ohio Factory

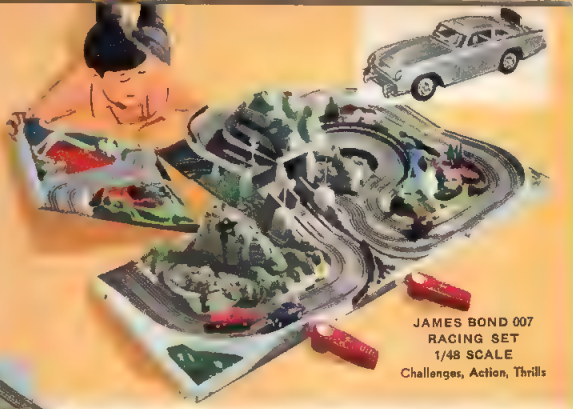
GILBERT

DELUXE JAMES BOND 007 RACING SET

• All Landscaped • All Wired
• All Ready to Race

6473T2999—Features six square panels that snap together to form a scenic racing layout, rugged hand painted in natural colors of lakes, hills, rocks, ravines, fields. Spectacular hazards: **hill climb**; jump over **"Bridge Out"** gap; **slippery oil slick**; **tight curves**; narrow road section. Set includes. **James Bond Aston-Martin and Mustang** cars; 2 hand speed controls; hidden power pack (U.L.-C.S.A. Approved) warning lights, trees, fences, etc. Layout size: 31"x54". Ship. wt. 17 lbs.

Sugg. Retail $49.98



JAMES BOND 007
RACING SET
1/48 SCALE
Challenges, Action, Thrills

"MATTERHORN"
HO (1/87 GAUGE)
RACEWAY SET
Three-Courses
of Fun and Excitement

LIONEL®

"MATTERHORN" HO RACEWAY SET

• Powerlift • Loop-the-Loop

6565T2850—Zoom down the mountain pass at terrific speed, defy gravity in the spine-tingling loop-the-loop. **Three-course set**; each course with a different feature; **power lift** raises car to mountain top, **spiral down grades** for skilled driving; loop-the-loop for just the right touch. Set includes: battery operated mountain lift; **2 route selector tracks**; **2 crossover tracks**; loop track; lap counter; **22 straight track**; **14 curved track**; trestle set; corrugated printed bridges, flag poles, power packs; 2 controllers. 2 HO Cars. Layout measures 89"x40" with over 41' of track. Ship. wt. 14 lbs. **Sugg. Retail $47.50**

STROMBECKER

All Strombecker Cars
have Metal Chassis
for Durability

True to Scale
in Every Detail
Precision Built
Home Raceway Sets

SEBRING RACING SET

• 19' Track-Layout • 1/32 Scale

6566T2397—Power against power racing. Set includes: one **Chaparral car**; one **Lotus 30 Car**; two controllers with brakes; **UL Approved, power pack**; 96"x42" overall layout consists of 12 curved track, 2 straight tracks, starting track, over and under track, lane changer, lap counter, fence section, overpass supports, wire, locking lugs; warranty; racing guide book. Ship. wt. 10 lbs.

Sugg. Retail $39.95

ROAD AMERICA RACING SET ▶

• 14' of Challenging Layout • 1/32 Scale • Controller with brakes

6567T1797—The maximum mileage of thrills. Set includes **Cheetah car**; **Dino Ferrari car**; two controllers with brakes; **UL Approved power pack**; 72"x42" overall layout consists of 12 curved track, one straight track, starting track, obstacle track, fence sections, overpass supports, wires, locking lugs, warranty; racing guide book. Ship. wt. 8 lbs.

Sugg. Retail $29.95

JOHN STEINBECK

United Press International

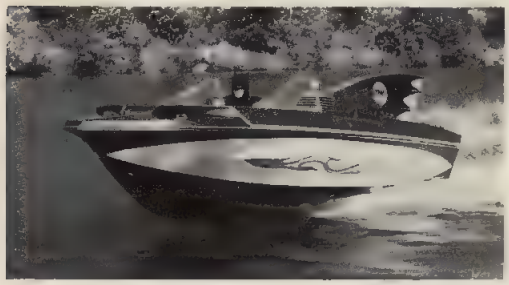
United Press International

TARGET WHALE

Old Whalers' Festival at Sag Harbor (Long Island, N.Y.), festive occasion in memory of whaling days, this time included international whaleboat race (above; gold harpoon trophy was won by Norway) and whale chase (left). Said author John Steinbeck, event's honorary chairman, "It is Sag Harbor's answer to automation."

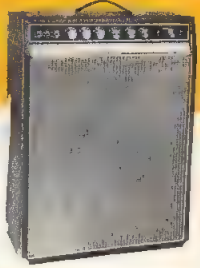
Joseph Gribbins

Right: Houseboats had heyday in June at International Houseboat Regatta on Ohio at Jeffersonville, Ind. Fastest of Class prize went to Paul Bollinger's Drift-R-Cruz; Motor Boating's Seamanship Award to Pete Nicolaysen who won predicted log event in Sunliner houseboat.



Holy marlinspike! The Batboat's arrived. Built under tight security at Glastron Boat Corp, Austin, Tex., the 18-footer has MerCruiser power and a weird miscellany of secret equipment too classified to publish. Batboat will be seen at boat shows around the country this year.

Quality Amplifiers



"DELUXE" PROFESSIONAL 100 WATT AMPLIFIER

- 100 Watt Peak Output
- Dual Channel System
- Twin 15" Speakers
- Reverb and Tremolo

2994MF36120—Black and chrome powerhouse. Will handle anything, including bass. Features **Normal channel with Volume control, bass and treble control Special Effect Channel** with Tremolo speed and depth controls, volume control bass and treble controls. Volume control and channel selector for Reverb control. Special "K" oscillator switch to tune guitar, and monitor jack. On-off switch with pilot light and standby. AC accessory outlet and extra speaker jack. ¾" plywood case, covered with Black scuff resistant vinyl material. Removable amplifier unit locks on to speaker enclosure. Tilt back chrome plated legs for maximum sound projection. Complete with two foot switches, speaker connecting cord and monitor earphone. Expertly crafted in Japan. Amplifier case size: 26" x 10½" x 8½". Std. 110–115 V. 60 cy. AC current. Speaker case size 36" x 22" x 12½" Ship.wt.approx. 91 lbs. **F.O.B. Illinois. Sugg. Ret. $550.00**

PROFESSIONAL 50 WATT AMPLIFIER

- 15" Heavy Duty Speaker
- Reverb and Tremolo
- 3 Inputs
- Dual Channel

2995MF25200—Powerful 50 watt peak piggy back amplifier. Will handle bass as well as regular guitars and organ. Removable amplifier unit can be locked on to speaker cabinet. Satin finished metal control panel, normal inputs with volume control and bass and treble controls. Tremolo Depth and Speed controls. On off switch with pilot light and standby position. ¾" plywood case covered with Black scratch resistant vinyl. Chrome plated slant back legs allow better sound projection. Complete with 2 foot switches, connecting cord and cover. Expertly crafted in Japan. Amplifier size 22" x 10" x 6". Speaker enclosure size 26" x 17" x 11" Ship. wt. approx. 60 lbs. **F.O.B. Illinois. Sugg. Retail $399.95**

DELUXE 40 WATT AMPLIFIER

- 12" Speaker
- Reverb and Tremolo
- 3 Inputs
- Two Separate Volume Controls

2996MF18900—Rugged sound amplifier with controls for reverb, treble and bass and treble cones. On-off switch with pilot light and standby. Black and polished metal control panel with satin finished metal knobs. 40 watt peak output. AC accessory outlet. ¾" plywood case covered in Black scuff resistant vinyl. Black and Silver speaker grille. Slant back legs fitted inside of amplifier permit projection of sound upwards. Legs and case fittings bright chrome plated. Crafted in Japan. Includes 2 foot switches and cover. Size 26" x 20" x 9". Ship wt approx 40 lbs. **F.O.B. Illinois. Sugg. Retail $299.95**

AUDIO MAGNETIC PICK-UP

- Volume Control
- Tone Control
- Chrome Plated
- 8' Cord

2093G812—Audio Magnetic Pick-up for Round Hole, Flat Body Guitars. Convert round hole flat body, accoustical guitar to an electrical guitar. Tension bar Pick-up amplifies each string and has separate volume and tone controls. Includes 8 foot cord with standard amplifier plug in jack. Chrome plated with felted surface contacts to protect fine finishes. Crafted in Japan. Ship. wt. approx. [illegible] lb. **Sugg. Retail $16.25**

5 WATT ALL TRANSISTOR AMPLIFIER

- 8" Oval Speaker
- 3 Inputs
- Tone Control
- Volume Control

2186G3600—5 Watt transistor amplifier. For use in Guitar Bass, Combo Organ or Accordion. [illegible] Sturdy Cabinet with [illegible] Black Royalite case. Powered by six [illegible] current. Scale size 10" x 14" x 5". Ship wt. approx. [illegible] **Sugg. Retail $69.95**

2189G4500—Deluxe 5 Watt All Transistor Amplifier (Not Shown) Similar to above. Amplifier section includes [illegible] plus 2 Normal Inputs and tonal controls for tone [illegible] and strength. Includes [illegible] Ship. wt. approx. [illegible] lbs. **Sugg. Retail $79.95**

UTAH PORTABLE SPEAKER FOR BASS GUITAR AMPLIFIERS

Speakers Only—For Use With Your Own Amplifier.

- 12" Woofer
- 5" Voice Coils
- Alnico V Magnets
- Specially Engineered Bass Speaker Cabinet

2999MF9995—Single Speaker Only for bass guitar amplifiers with power output ratings of 40 watts and less. Speaker can be added later. Impedance 8 ohms. Sturdy Cabinet with ¾" "Homasote" wood fiber panels covered with heavy duty Grey vinyl. U. S. made. Size 19½" h. x 29½" w. x 11½" d. Ship. wt. 42 lbs. **F. O. B. Indiana Factory Sugg. Retail $168.50**

2 SPEAKER SYSTEM ONLY FOR BASS GUITAR AMPLIFIERS

2998MF12990—Not Shown Similar to above except contains two, 12" Woofers in Cabinet. Designed for use with amplifiers delivering up to 120 watts. Impedance 16 ohms. Ship. wt. [illegible] lbs. **Sugg. Retail $216.50**

PORTABLE ALL TRANSISTOR ELECTRONIC ORGAN

(Without Amplifier and Speaker)

- Electric Eye Foot Pedal Volume Control
- 101 Transistors
- Harmony Melody Switch
- 49 Full Keys—C Scale
- Chrome Plated Legs
- 5 Voices
- On-Off Switch With Pilot Light
- 3 Vibrato Stops

2997MF29400—New organ for the combo-group set. Can be easily carried anywhere. **Designed to be played through any amplifier or home hi-fi system.** Electric-eye system in foot pedal eliminates troublesome rheostats. 5 voices: Violin, Sax., Trumpet, Clarinet and Flute. Voices can be played individually or in combination. 3 Vibrato Stops. Vibrato, Vibrato Fast and Vibrato Full. Complete with Foot Pedal, Pedal Connecting Cord, AC Line Cord, Amplifier Connecting Cord, Chrome plated legs, and Vinyl Cover. Expert Japanese craftsmanship. Size: 32" x 18" x 6½" Ship. wt approx. 55 lbs. **F.O.B. Illinois. Sugg. Retail $495.00**

2998MF39200 Professional All Transistor Electronic Organ. (Not shown). Similar to above except Professional unit. 49 Keys—C scale; 14 switches. 8 voices. Violin Sax., Trumpet, Clarinet, Flute, Trombone, Piccolo and Bass Clarinet. Reverberation and Vibrato. Rock and Roll Base response. Complete with volume control pedal, amplifier cord, legs and vinyl cover. Ship. wt. approx. 55 lbs. **F.O.B. Illinois. Sugg. Retail $695.00**

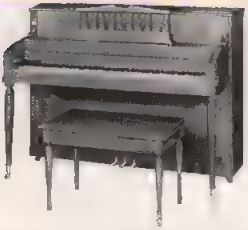
PORTABLE ALL TRANSISTOR ELECTRONIC ORGAN
(Without Amplifier System)

Features
Electric Eye Foot Pedal Volume Control

Amplifiers such as the three at the top of this page are ideal for use with the electronic organs.

Bennett Pianos 10 Year Guarantee

*Bennett Pianos all have a 10 year Guarantee against being structurally defective in material and or workmanship (the effects of heat, cold, dampness and fire excepted). The finish is exempt from guarantee. Pianos Shipped F.O.B. Mich. Factory



EARLY AMERICAN MUSIC ANS' CONSOLE
2913MF60086—Standard 88 note keyboard and keys. Size 40¾" H x 56¾" L x 23¾" W. Includes matching bench. New England Maple, Mahogany, Warm Cherry or New Light Walnut. **Specify Finish**. Approx ship. wt 460 lbs.
Sugg. Retail $1195.00

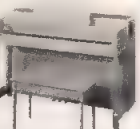
SWEDISH MODERN MUSICIANS' CONSOLE
2978MF60098—Styled in the modern vein. Rich full tone standard 88 note keyboard and keys. Size 40¾" H x 56½" L x 23¾" W. Includes matching bench. New Light Walnut, Mahogany, New Light and Maple or Warm Cherry. **Specify Finish**. Approx ship wt 460 lbs.
Sugg. Retail $1195.00

SENIOR SCHOOLMASTER PIANO
2980MF60890—Mobile piano with double rubber casters, full 88 note keyboard, conventional type keys, metal side handles, instructors' book rack attached to back. Size: 42" H. x 56¾" L. x 23¾" W. Includes bench. New Light Walnut, Mahogany, Lime Oak, Natural Maple or Cherry Fruitwood. **Specify Finish**. Approx ship wt 460 lbs.
Sugg. Retail $1100.00

EARLY AMERICAN SPINET
2912MF54080—Full 88 Keys, piano type keys, metal handles, instructors' book rack attached to back. Size 42" H x 56" L x 23¾" W. Includes matching bench. New Light Maple, New Light Walnut, Mahogany, Warm Cherry, Ebony or Antique White. **Specify Finish**. Approx ship wt 445 lbs.
Sugg. Retail $1025.00

SWEDISH MODERN SPINET
2979MF54080—Full 88 key range, piano type keys with hinge. Size 42" H x 56" L x 23¾" W. Includes matching bench. New Light Walnut, Mahogany, New Light and Maple, Ebony, Warm Cherry or Antique White. **Specify Finish**. Approx ship wt 445 lbs.
Sugg. Retail $1025.00

THE SCHOOLMASTER
2981MF58880—Mobile piano with double rubber casters, full 88 note keyboard with tipless organ, piano keys, metal side handles, instructors' book rack attached to back. Size 40" H x 56½" x 24¾" W. Includes matching bench. New Light Walnut, Mahogany, Lime Oak, Natural Maple or Cherry Fruitwood. **Specify Finish**. Approx ship. wt. 445 lbs.
Sugg. Retail $1050.00



Magnus Chord Organs

F.O.B. New Jersey Factory

Magnus 12 Chord Portable Organ with Legs
12 keyed chord buttons, 37 full size keys. Volume control. Size 28½" wide x 13" deep x 9½" high. **U.L. Approved**. Operates on 110-115 volts, 60 cycles AC. Complete with gold color legs. Decorator style. High impact polystyrene plastic cabinet in **Mahogany Finish**. U.S. Made. Ship. wt. 29 lbs.
2812MF4563—12 Chord Organ w/Legs.
Sugg. Retail $69.95

Magnus 6 Chord Portable Organ
Similar playing features to above organ, 6 chords, 25 full size keys. Table model—**not equipped with legs**. Size 19½" high, 10" wide, 9½" deep. Operates on 110 V., 60 cycle AC. **U.L. Approved**. Impact polystyrene cabinet in **Mahogany Finish**. Ship. wt. 13 lbs.
2813MF2200—6 Chord Organ without legs
Sugg. Retail $29.95

Electric Chord Organs

Superb tonal quality combined with the finest design and expert craftsmanship.

(C) Portable Electric Chord Organ

2936MF8340—Three full octave treble section, C to C. 37 keys. 21 Bass Chord section, major, minor and seventh notes. Electronic steel reeds. Knee volume control. On off switch. Mechanism produced by Baldwin. Has an exclusive American made cabinet of solid hardwood. **Walnut finish**. Removable legs with brass ferrules. Size is 40½" H., 29" W., 14" D. Ship. wt. 36 lbs. **F.O.B. North Carolina.**
Sugg. Retail $108.75

2937MF1220—Matching Bench for above with storage compartment. Approx. ship. wt. 20 lbs.
Sugg. Retail $16.88

(D) Electric Reed Chord Organ Console

2938MF9033—Three full octave treble section, C to C. 37 keys. 24 Bass chord section, major, minor and seventh. Permanently tuned stainless steel reeds. Knee action volume control. On off switch. Mechanism produced by Baldwin. Has an exclusive American made cabinet of solid hardwood. **Walnut finish**. Play On Sight instructions, match one letter and one number for complete chords. 41½" H., 29½" W., 14" D. UL approved. Ship. wt. 54 lbs. **F.O.B. North Carolina.** **Sugg. Retail $117.95**

2937MF1220—Matching Bench for above with storage compartment. Approx. ship. wt. 20 lbs.
Sugg. Retail $16.88

(E) 50 Bass Electric Chord Organ Console

2939MF14253—50 Bass chord section, major, minor, bass, seventh and diminished. Three full octave treble section, C to C, 37 keys. Permanent tuned stainless steel reeds. Full size, piano type keys. Foot pedal volume control. Mechanism crafted in Italy. Smart American made cabinet in **Walnut veneer**, wide music rack. On/off switch. Complete Play On-Sight instructions. Cabinet size, 32" H., 34" W., 16½" D. UL approved. Ship. wt. 64 lbs. **F.O.B. North Carolina.**
Sugg. Retail $189.95

2940MF1344—**Walnut bench** for **2939MF14253** with storage compartment. Approx. ship. wt. 20 lbs.
Sugg. Retail $18.88

(F) Dual Electric Chord Organ Console

2941MF23587—Two Manual Keyboards, 32 and 37 keys, full size, piano type keys, 40 Bass chord section, major, minor, bass, seventh and diminished. Permanently tuned stainless steel reeds. Traditional excellence of Italian craftsmanship in mechanism. Foot pedal volume control. Luxurious American made cabinet in **Walnut veneer**, wide music rack. Convenient on/off switch. Instruction book included for the beginner, the easy to play way. Cabinet size 34" H., 36" W., 19" D. Ship. wt. 100 lbs. **F.O.B. North Carolina.**
Sugg. Retail $315.95

2942MF1344—**Walnut bench** for **2941MF23587** with storage compartment. Approx. ship. wt. 20 lbs.
Sugg. Retail $18.88

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Disney Licensees Listed For Snow White, Jungle Book

Fifty-seven licensees, many in the toy industry, will be offering Snow White and the Seven Dwarfs merchandise to tie-in with a $325,000 TV promotion and the re-release of the Walt Disney full-length feature, animated film, according to Jean Besterman, Walt Disney Productions, Inc.

Forty-five licensees have been signed to produce Jungle Book merchandise to tie-in with the Christmas, 1967, release of this new animated cartoon feature based on the stories by Rudyard Kipling.

Snow White licensees and their products include Stitch a-Picture Yarn, Amsco; novelty hats, Benay Albee, tea sets, J Chein; magnetic puzzles, Child Guidance, vinyl stick-on activity sets, Colorforms; masquerade costumes, Ben Cooper, records, Disneyland Record Company, Christmas ornaments, Max Eckardt; suction-cup tops, Frankonia; comic books, Gold Key Comics; Golden Books, Golden Press, and stuffed toys, Gund.

Also coloring activities, pencil boxes, Stardust, talking telephone, Rub-ons, sewing sets and hair dryers, Hassenfeld. TV tray, blackboards, toy chests, M. A. Henry-Deluxe Game Corporation; squeeze toys, Holland Hall; dolls, Horsman; heat-sealed luggage and carrying cases, Ideal; jigsaw puzzles, Jaymar, phonographs, Lionel; Disneykins, wind-up and friction toys, Disneythings, electric moulding set, Louis Marx, plastic coloring table cloths, Milo Products, and balloons, Oak Rubber.

Also Blimps, Pressman, three-dimensional film cards, viewers, picture gun, color reels, Sawyer's; wrist watches, U.S. Time; magic slate items, activity sets, puzzles, Watkins-Strathmore; books, games, cutouts, sticker fun, frame tray puzzles, activity sets, Whitman, and model-casting kits, plaques and mini-plaques, Yankee Homecraft.

The Jungle Book licensee lineup so far includes novelty hats, Benay Albee; vinyl stick-on activity sets, print putty, Colorforms, Lov-A-Bles, Diener, records, Disneyland Record Company; suction-cup tops, Frankonia; comic books, Gold Key Comics; Golden Books, Golden Press, stuffed toys and hand puppets, Gund, coloring activities, Rub-ons, Hassenfeld; squeeze toys, Holland Hall; dolls, Horsman; inflatable toy figures, inflatable pull toys, card game in plastic case, Ideal; jigsaw puzzles, inlaid puzzles, piano books, Jaymar; Disneykins, windup and friction toys, Disneythings, electric moulding set, Louis Marx, and vehicle toys, injection molded figures in play set, Multiple.

Also balloons, Oak Rubber; games, Parker; play tiles, Playskool, Blimps, Pressman; three-dimensional film cards, viewers, color reels, Sawyer's; magic slate items, activity sets, puzzles, Watkins-Strathmore, books, games, cut-outs, sticker fun, frame tray puzzles, activity sets, Whitman, and model casting kits, Yankee Homecraft.

Carmen: Feb. '49

Carmen Paper Dolls with the likeness of actress Rita Hayworth was an item being offered by Saalfield Publishing.

New OneZ-TwoZ Counting Game Introduced by Colorforms

New toy items expanding the range of customer potential to youngsters from two to 25 years of age, and beyond, were introduced to retailers last month by Colorforms, Norwood, N.J.

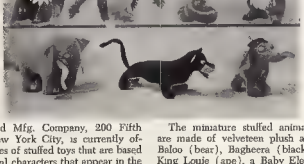
For the very young, from two to four, there's a new Stick Ons kit titled OneZ-TwoZ which is designed as an educational toy to help the child learn to count, and to understand the concept of numbers. Using the Colorforms plastic pieces which stick without sticking, numbers, their progression, and their quantitative meaning can be learned by repetition. Suggested retail price is $1.19.

The firm is also offering Canned Movies in three titles: Bozo the Clown, Tarzan and Snow White. Each movie can comes packaged in a reusable metal can the size of a coffee can, complete with a wooden holder and 12 separate cartoon strips for $1.98. A fall television promotion is planned for the item with actual delivery on May 15.

Geared for older children, the firm also introduced In-Buttons, a boxed kit for making your own messages. It contains six different sized buttons in assorted colors with a complete set of printed letters with which to make any button "saying" desired. With the dowel that comes with each kit, the letters can be easily rubbed onto the button, and can be scraped off quickly so that a new saying can be made. List is $1.98

Two new Stick-Ons titles have also been issued by the firm. One is Popeye TV. The other is Snow White and the Seven Dwarfs, which is timed for introduction prior to the re-release of the Walt Disney full-length feature cartoon in June. Suggested retail on each is $1.19.

Gund's "Jungle Book" Plush Items



The Gund Mfg. Company, 200 Fifth Avenue, New York City, is currently offering a series of stuffed toys that are based on the animal characters that appear in the upcoming Walt Disney Production's film version of Rudyard Kipling's Jungle Book.

The miniature stuffed animal novelties are made of velveteen plush and include Baloo (bear), Bagheera (black panther), King Louie (ape), a Baby Elephant, Kaa (python), Shere Khan (tiger), a Vulture and Hathi (elephant).

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TOY MASTERPIECES!
7 DWARFS FROM
WALT DISNEY'S
SNOW WHITE
© WALT DISNEY PRODUCTIONS

SENSATIONAL!
HAND PUPPETS
AND **MARIONETTES**

NEW INNOVATIONS OF
POPEYE
AND FAMILY
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DING DONG CUDDLE TOYS

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SHAGGY DOG
INSPIRED BY
WALT DISNEY

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HONOLULU-HAWAII
WITH A STOP-OVER AT
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'Pinky-High'
Martian
MARTEENIE DOLLS
© APPLIED BY J. SWEDLIN

E. S. LOWE

NEW YORK — Five new box games are being introduced by E.S. Lowe Co., Inc. Included are three games licensed from Edition Carlit of Zurich, Switzerland. The three European games have achieved popularity in Europe already.

Countdown is a space age game that received the French Oscar for the best toy of 1966. Players participate in a space-rendezvous and moon landing.

Wild Life is a search for animals throughout the world. The object of the game is to capture and preserve the world's animal stock.

Traffic is a game involving road and driving situations, rewarding players for safe driving and imposing penalties for misuse of a vehicle. Adequate insurance coverage is the key.

LOWE WILD LIFE GAME

Two American games being introduced are Home Stretch and Nile. The former is a Harness Racing game with opportunities to block through strategy

Nile is a strategy game in which the main objective is to frustrate the opponent's desire to complete a continuous line to the opposite side of the board.

ART AWARD

NORTH BERGEN, N.J.—A new numbered oil painting set is available from Art Award Co., Inc. Each Teen Award set includes two 9x12 matched panels, 12 artist oil colors, brush and instructions.

Teen Awards are packed in full-color see-through packages that retail for $1.70 National promotion is in Teen Magazine, radio and TV.

ART AWARD PAINTS

CAMPAIGN

CAMPAIGN'S BIG FUNERAL

GARDEN CITY, N.Y.—A humorous game called the Big Funeral is being introduced by Campaign Game Company, Inc. The game is a card type which is not macabre, according to the company.

Cards come boxed in a coffin like package with gold leaf stamping and purple velour on the inside. Big Funeral is being shown as an adult game at $5.

HARTLAND

HARTLAND, WIS.—Dozens of detailed plastic horses are available from Hartland Plastics Division of the Amerline Corp. The horses, some in wood grain and some smooth finished, assume many postures and are fashioned after all the different types of animals.

Included in the series are such thoroughbreds as the Tennessee Walker, several 3-gaited horses and Arabians. Wild mustangs are available as well as replicas of quarterhorses.

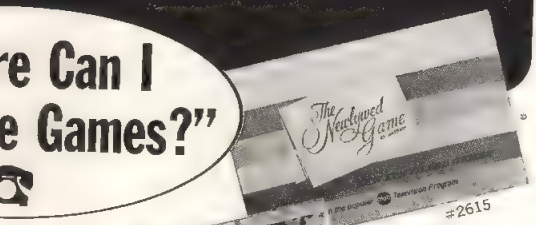
The horses can be had in various display cartons, with individually packed animals or loose assortments of inexpensive models.

HARTLAND HORSE

GET THIS! Twenty-three million TV homes! That's where the action is coming from for these two new TV games!

ABC SWITCHBOARDS ALL OVER AMERICA ARE GETTING CALL AFTER CALL:

"Where Can I Buy These Games?"



This is the kind of excitement being produced by these two lively TV formats, The Newlywed Game and The Dating Game! Together, these shows are reaching close to **sixteen million** homes on Saturday evening . . . AND, they reach **over seven million** homes daily.

Other games get sixty-second commercials . . . but these two great games are actually getting SIX FULL HOURS of television exposure every single week in more than 150 markets!

And for even greater promotion mileage—**free games** are given away on both television shows every Saturday night. Free games are also given away every Wednesday on The Newlywed Game and every Thursday on The Dating Game!

This all adds up to "a strong demand" in the words of William F. Dennis, ABC Vice President, who continues **"I look forward to an exceptionally successful sale of these two games!"**

NOW! SPECIAL OFFER!

During June only,* Hasbro is offering *free sample games to you!

Fill in and mail this coupon:

☐ Please send me one free sample each of The Newlywed Game and The Dating Game, together with price list and shipping information (Offer ends June 30, 1967)

☐ Please have representative call.

Name _____

Address _____

City _____ State _____ Zip _____

Mail to Hassenfeld Bros., Inc., Advertising Dept. BL Box 675, Pawtucket, Rhode Island

HASSENFELD BROS., INC., PAWTUCKET, RHODE ISLAND

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hedlund skis

F.O.B. Illinois

(A) GOLDEN ARROW Skis W/#4500 Bindings (B) ROYAL CRESTMARK Skis W/#4500 Bind ngs (C) SPORT COMBI Skis W/#4600 Bindings (D) CHAMPION and JR. CHAMPION Skis

HOW TO ORDER SKIS AND SKI POLES

Skis. Stand erect. Raise your arms overhead Don't stretch. Measure the distance from the floor to the base of your thumb. Order the ski length which is closest to your measurement

Ski Poles. U.S. made Stand erect. Let arms relax at sides of body Order pole approx. 3 inches longer than distance from your elbow to floor

(A) GOLDEN ARROW Skis W/#4500 Bindings

4461AF8162—Golden Arrow Skis W/#4500 Bindings. Beautiful ebony black plastic top has routed edges with golden fine line edge trim . . . constructed of special selected hardwoods . . . Polyethylene running surfaces . . . interlocking offset steel edges . . . wrap-around tip and rubber cushioned heel protectors Quality and skill make this as fine a wood ski as ever built. Available in 5'9", 6', 6'3", 6'6", 6'9" or 7' lengths. Specify length Approx ship. wt. 15 lbs. **Sugg. Retail $103.00**

(B) ROYAL CRESTMARK Skis W/#4500 Bindings

4462AF5928—Royal Crestmark Skis W/#4500 Bindings A great new color—metallic magenta finish with silver crests and trim. Wrap-around tip . . . constructed of special selected hardwoods plastic top . . . Polyethylene running surfaces . . . rubber heel protector bevel offset edges. Available in 5'9", 6', 6'3", 6'6", 6'9" or 7' lengths. Specify length. Approx. ship. wt. 15 lbs. **Sugg. Retail $99.00**

(C) SPORT COMBI Skis W/#4600 Bindings

4463AF4963—Sport Combi Skis W/#4600 Bindings Exceptional quality and beauty . . . black plastic top with silver trim . . . a more sensitive, softer ski which gives outstanding performance . . . it features special hardwood laminations Polyethylene running surfaces . . . wrap-around tip rubber cushioned heel protector . . . bevel offset edges Available in 5'9", 6', 6'3", 6'6" or 6'9" lengths. Specify length. Approx ship. wt. 15 lbs **Sugg. Retail $83.50**

(D) CHAMPION and JR CHAMPION Skis

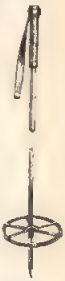
4464AF4729—Champion Skis W/#4600 Bindings. Distinctive royal blue with crisp white trim Select hardwood construction. Polyethylene base . . . wrap-around tip . . . metal heel protectors bevel offset edges. Available in 5'9", 6', 6'3", 6'6", or 6'9" lengths. Specify length. Approx ship. wt. 15 lbs. **Sugg. Retail $79.50**

4465AF4282—Junior Champion Skis W/#4700 Bindings. Identical to Champion except for size and bindings For juniors. Available in 4'6", 5' or 5'6" lengths. Specify length. Approx. ship. wt. 15 lbs **Sugg Retail $72.00**

#4500 Binding . . . triple action release . . . front throw for forward action . . . adjustable cable heel release . . . swivel toe strap for lateral release . . . heel plate . . . boot protector.

#4600 Binding . . . reverse front throw cable adjustment . . . swivel toe for lateral release . . . wide range of adjustment . . .

#4700 Binding . . . all-around binding for juniors and novices . . . metal toe stop . . . adjustable cables.



ADULT ALUM. Ski Poles

4700AF417—Adult Aluminum Ski Poles. Sturdy, lightweight pole Available in 46", 48", 51", 53" or 56" lengths. Specify length. Approx ship. wt. 3 lbs **Sugg. Retail $5.95**

YOUTH ALUM. Ski Poles

4689AF228—Youth Aluminum Ski Poles. Light, durable pole. Available in 36", 39", 42" or 46" lengths. Specify length Approx. ship. wt 3 lbs. **Sugg. Retail $3.95**

Toboggans Quality U. S. made 17" wide with three extra heavy runners and heavy rope grips, chain supported. Varnished top surface. Toboggan Cushions Heavy duty waterproof plastic fabric soft resilient filling held in by ventilated eyelets Shipped F.O.B. Illinois.

Hedlund Toboggans and Cushions

Cat. No.	Tbgn. Lgth.	Wt.	Retail	Cat No.	Cush. Lgth.	Wt.	Retail
01AF2503	10'	32 lbs	$42.00	3695AF931	8½'	8 lbs	$17.00
02AF2337	8'	29 lbs.	39.75	2903AF719	7½'	7 lbs.	13.00
03AF2104	8'	26 lbs.	35.50	8509AF719	6½'	6 lbs.	13.00
04AF1904	7'	23 lbs.	32.00	3689AF616	5½'	5 lbs.	11.00
05AF1733	6'	20 lbs.	29.00	3510AF504	4½'	4 lbs.	9.00
06AF1411	5'	17 lbs.	23.00	3700AF403	3½'	3 lbs	7.00

Order Cushion 1½' Shorter Than Toboggan

30' BACKYARD HOCKEY RINK

4852TF8438—Features all-steel, rust-proof, lock-frame construction, heavy duty vinyl liner with silk screened hockey game lines. Rink comes with 2 net hockey goals for realistic action. Ship wt. 140 lbs F.O.B. New York Factory. **Sugg Retail $135.00**

15' SKATING RINK

4853TF4375—Lock-frame construction, heavy duty vinyl liner, extra thick inside poly bumper barrier. Ship wt. 100 lbs. F.O.B. New York Factory. **Sugg. Retail $70.00**

4 BUCKLE ADJUSTABLE SKI BOOT

4189AF2375—Provides tightest possible fit, making a double boot unnecessary. Shaft and tongue heavily padded French crafted; top grain waterproof leather Steel shank in sole Buckle permits several width adjustments (A through D) Full and Half Sizes 4 through 12½. Specify. Ship wt approx 6 lbs F.O.B. Wisconsin.

Sugg Retail $33.00

DOUBLE SKI BOOT

4707AF2490—Full double boot, top grain leather; soft lining; ankle padding; speed lacing inside, hinged back heel protector Welt leather sole. Finished in attractive Black with Burgundy trim. Full and half sizes 3 through 13, medium width only Specify Size. Approx. ship wt. 10 lbs F.O.B. Wisconsin.

Sugg. Retail $34.50

WESTMINSTER CHIME FLOOR CLOCKS

(A) HERSCHEDE "MELROSE" 8-DAY CHAIN-WIND WESTMINSTER CHIME FLOOR CLOCK. Case is beautifully proportioned wood with beaded columns and solid sides. Scroll design embellishes the gold color brass dial. Has eight-day, chain-wound weight driven movement. Melodic Westminster chimes sound on the quarter hour and chime tone rods strike on the hour. Truly a treasure you'll be proud to own. Size: 74¾" high, 18¼" wide and 11" deep. Specify: Mahogany, Fruitwood or Walnut. Shpg. wt. 84 lbs.
D56079R27000 F.O.B. Miss. **$450.00**

(B) HERSCHEDE "WEATHERLY" 8-DAY CHAIN-WIND WESTMINSTER CHIME FLOOR CLOCK. Grandmother styled case features columns and bottom overlay. Gold color brass dial has scroll design and "Tempus Fugit" ornament. Movement is eight day, chain-wound, weight driven with four quarter Westminster chimes and hour strike on chime tone rods. Size: 72" high, 15½" wide, 9½" deep. Available in Fruitwood, Mahogany and Salem-Maple finishes. Specify. Shpg. wt. 56 lbs.
D56080R22800 F.O.B. Miss. **$380.00**

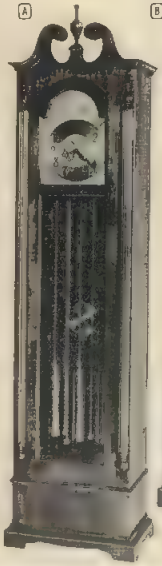
(C) HERSCHEDE GRANDMOTHER "NEWTON" CHIME CLOCK. Gold color scroll dial (without moon) has spun silver numeral circle. 8 Day, chain wound weight driven movement. Westminster Chimes on Symphony Chimetone rods. 71½"x15⅜"x10⅛" deep. Elegantly finished wood case in Mahogany, Maple or Cherry. Specify. F.O.B. Miss. 67 lbs.
D56081R18600 ..... **$310.00**

(D) HERSCHEDE "WHITTIER" 3-CHIME FLOOR CLOCK. Delicately beaded columns and overlay trim, all of elegant Honduras Mahogany 80½" high, 20¾" wide, 12⅝" deep. Brown Mahogany finish. Three magnificent Westminster chimes (nine tubular bells), all quarters. F.O.B. Miss.
D56067R84000 Wt. 245 lbs. **$1400.00**

Same as above, but with one Westminster chime and 5 tubular bells. F.O.B. Miss. Wt. 205 lbs.
D56068R66600 ..... **$1110.00**

Similar to above. Electric movement. Westminster chimes. 5 tubular bells. F.O.B. Miss. 140 lbs.
D56059R56700 ..... **$945.00**

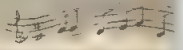
Herschede
8-DAY
Hall Clocks

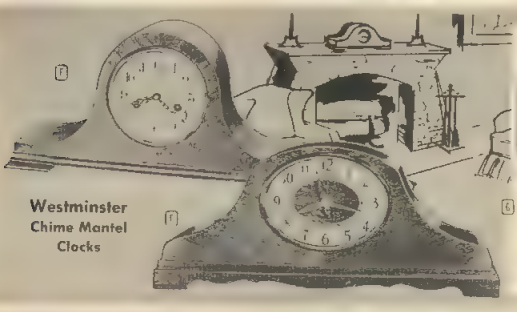


REVERE ELECTRIC CLOCKS

Westminster

"Lord, through this hour
Be Thou our guide
So, by Thy power
No foot shall slide"





Westminster
Chime Mantel
Clocks

(E) HERSCHEDE "LEXINGTON." Silvered dial, black hands and numerals, polished brass bezel, 8-day movement. Beautiful Westminster chimes, all quarters. 7¾" high, 19" wide, 4¾" deep. In 2 finishes. 14 lbs.
56060R5300 Mahogany **$85.00**
56070R5300 Walnut **$85.00**
REVERE "JAMESTOWN". As above electric movement. Wt. 12 lbs.
56061R4125 Mahogany **$74.00**
56071R4125 Walnut **$74.00**

(F) REVERE ELECTRIC CHIME. Plays soft mellow music of the beautiful Westminster chimes. Silver finished cut out center dial with brass bezel. Electric movement. Size: 6¾" high, 16½" wide, 4" deep. Beautifully crafted and finished like fine furniture. Shpg. wt. 6 lbs.
Mahogany finish
56065R4125 ..... **$66.00**
Walnut finish
56069R4125 ..... **$66.00**

(G) HERSCHEDE "SCHOOL ROOM" WALL CLOCK. 8-day key wound timepiece movement. Bright easy to read white dia with black Roman numerals. Brass pendulum. Solid cherry wood case and cherry fruitwood finish. 17" wide, 25" high, 4½" deep. Ideal for the den or family room. Shpg. wt. 14 lbs.
56083R5940 ..... **$95.00**

(H) HERSCHEDE "JEFFERSON." Incorporates the finest in Early American styling. Rich wood cabinet. Polished brass pendulum. Sounds lovely Westminster Chimes on the quarter hour. 8-day, key-wound movement. 21x11x5¾" deep. Shpg. wt. 14 lbs. Mantle or Table Model
Fruitwood finish
56078R7800 ..... **$125.00**
Mahogany finish.
56054R7800 ..... **$125.00**

HERSCHEDE

"Lexington"

Westminster Chimes all quarters Tambour designed Case Silvered dial, brass bezel. 19" wide, 7¾" high, 4¾" deep. Mahogany or Walnut. Specify. Retail

1948N3390—Herschede "Lexington" Chime, 8-day. $85.00

2077N4625—Revere "Jamestown" Chime, electric..... 74.00

Herschede "Carmargo"

1697N3900—Tastefully designed Electric Westminster Chime Clock in traditional Mahogany or Walnut finish adds a charming touch. Raised Black numerals. Ivory dial is pleasing contrast. 8" high, 13¼" wide, 3½" deep. Specify finish. Retail $62.50

Revere "Carthage"

1956N4375—Electric chime clock. Early American styling. Arched rich mahogany case with cut-out center dial. The famous Westminster chimes. 10⅛" high, 7¾" wide, 4½" deep. Retail $70.00

Herschede "Jefferson"

1879N7800—Early 19th Century design. An eight-day clock with Westminster chimes that strike each quarter hour Swinging pendulum of polished Brass. Appropriate dial and ornate hands encased under glass. Available in Mahogany or fruitwood. 21" high, 11" wide, 5¾" deep. Specify finish. Retail $125.00

Herschede "Warren"

2177N3900 — Electric 4 quarter Westminster Chime Clock with cherry finish case. White dial, polished brass bezel and sweep second hand Black numerals and hands Brass top ornament. 8" high, 6¾" wide, 4½" deep. Retail $62.50

Accurate Movements

"Revere"

1165N4125 — Westminster chime electric clock. May be used for mantel, table or desk. Mahogany, or Walnut finished case frames a handsome Silver finished dial with cut-out center, Gold color hands and bezel. 6¾" high, 15½" wide, 4" deep Specify finish. Retail $65.00

Revere "Danbury"

1881N4375—Electric clock with Westminster chimes every quarter hour. For mantel, table or desk. Mahogany case with matched striped front and base. Cut-out center dial silver finished with Black figures and Gold hands. 7½" high, 13¼" wide, 4¼" deep. Retail $70.00

Revere "Brighton"

2178N5500 — Westminster Chime electric mantel clock Smartly modern in every line, with a mahogany case and Bird's-Eye Maple panels. Satin Silver-finished dial has raised numerals. 8" high, 20¼" wide, 5" deep. Retail $88.00

◄ **Herschede "Winthrop"**

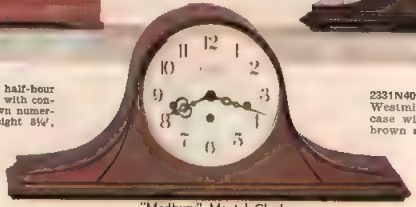
1910N5940—Traditionally styled wall clock is available in walnut, mahogany or fruitwood. Westminster chimes, all-quarters. 8-day, keywound. 16⅝" high 9⁹⁄₁₆" wide, 5⅝" deep. Specify finish. Retail $95.00

Herschede "School Room"

2352N5940—Sentimental old favorite, the fondly remembered school house wall clock, is now beautifully reproduced in a solid cherry case with fruitwood finish. An 8-day clock with large readable dial, Roman numerals and brass pendulum. 22½" high, 17⅛" wide, 3⁵⁄₁₆" deep. Retail $95.00

SETH THOMAS

FINE CLOCKS SINCE 1813



"Lynton" Mantel Clock

A handsome tambour clock with hour and half-hour strike. Beautifully grained mahogany case with contrasting lighter band along the base. Brown numerals against a light dial background. Height 8¼", width 16¾", depth 4¾", dial 5".
2118N3130—Lynton Electric Retail $49.95
2119N3130—Lynton 8-Day . Retail 49.95

"Woodbury" Mantel Clock

2331N4095—A beautiful clock with quarter-hour Westminster chime. Perfectly styled mahogany case with solid brass sash. Legible dial with brown numerals. 8-day Keywound. Height 8", width 17½", depth 4½", dial 5½". Retail $64.95

"Medbury" Mantel Clock

A distinctive tambour clock with quarter-hour Westminster chimes. The rich mahogany case with front panel of walnut veneer has gracefully sweeping lines. Silvery dial, hands and numerals in black. Height 9½", width 20", depth 6⅛", dial 8½".
1549N5000—Medbury 8-Day..... Retail $79.95
1927N5000—Medbury Elec..... Retail $79.95

"HOMESTEAD"

Traditional and Modern Designs

◄ **"HOMESTEAD"**

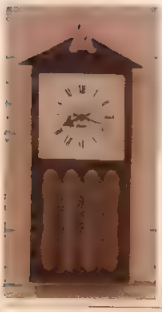
2219N2835—A charming replica of an Early American banjo clock. 8-day, 5-jewel, keywound. Beautifully grained mahogany case with polished solid brass Colonial spool and scroll trim. Light dial background with contrasting black numerals and hands. Height 24¾". Width 6⅛" Depth 2½" Dial 4½". Retail $44.95

America's Best-Loved Clocks

"BROOKFIELD" ►

Reflects the quaint charm of Early American banjos. Strikes hours and half hours. Mahogany case with brass trim. Colorful panels. Silver dial with Black numerals. Height 29", width 9¾", dial 5⅝".
1550N5595—8-Day Keywound.
Retail $89.50

"BROOKFIELD"



◄ **STONINGTON**

2475N1500 — Classic Early American wall fashion brings warmth and charm to Colonial and Contemporary settings. Beautifully grained solid walnut case frames the antique white dial. Delicate gold colored decorations on dial. Lower panel has brown and white woven insert, walnut veneer spoke overlay. Cordless, Dual-Jewel transistor movement. 24" H., 9¾" W., 2½" D. 8" Dial. Retail $24.95

"HAMPSHIRE"

2439NF24600 — Early American classic Grandfather's clock with full quarter-hour, 8-Day, weight driven, Westminster Chime movement. Circular finished brass weights and pendulum ball. "Tempus Fugit" solid brass bow dial with antique brass filigree corner decorations, antique brass center and top arch ornament. Silver plated dial ring with numerals etched and filled in black. Available in beautifully grained Mahogany or Walnut finish. Height 72", Width 14¾", Depth 8¼". Ship wt 90 lbs. Specify finish.
F.O.B. Conn. Factory. Retail $409.95

KENILWORTH ►

2476N4690 — An authentic English style shelf clock. The perfect size for today's mantels. Battery hour and half-hour strike. Antiqued dial with corner decorations and silver-colored numeral ring. Beautifully grained walnut-finished case with brass decoration around bezel. 12¼" H., 9¼" W., 5" D. Ret. $74.95

Retail Prices Are Suggested Only

Only at Wards . . .

Musical, lively, Baby Lullaby

1 Cuddly Baby Coo is as big as a newborn infant. She cries if you squeeze her arms, legs, or body so treat her gently. She's a beautiful baby with rosy cheeks and big blue eyes dressed in real baby kimono, diaper and receiving blanket. She has molded hair, foam stuffed body, soft vinyl head, arms and legs. Abt. 20 in. tall.
48 HT 10047 Ship. wt. 2 lbs. 6 oz. 5.99

2 Patty crosses her legs, even folds her arms around toys and holds them. She poses in any baby-like position because of her specially constructed soft foam body. This adorable 18-in. dark eyed blond cries "Mama" when you hug her! Has soft vinyl head, moving eyes, rooted hair. Always ready for bed in her pretty pink PJs with smock no trim. Ship. wt. 2 lbs. 6 oz.
48 HT 10037

3 Life size Baby Lullaby wriggles and squirms just like a real infant. Instead of crying she plays music, a tender lullaby to lull Mommy and herself to sleep. This little girl has a big saucy curl right in the middle of her forehead and a tiny dimple on her chin! She's dressed exactly like a baby in waterproof panties, flannel cap and gown, knit booties. She has rooted hair you can wash, foam stuffed body, soft vinyl head, arms and legs. Baby lullaby is abt. 20 in. tall.
48 HT 10048—Ship. wt. 4 lbs. 13 oz. Musical baby 8.99

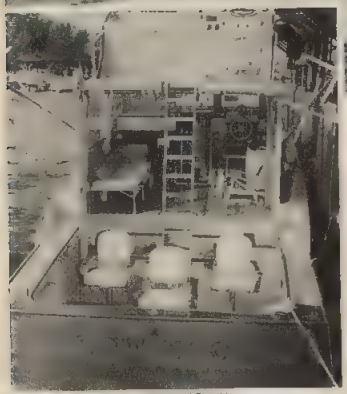
New Miss Sweetdreams feels like a baby! There's never been anything like her!

4 Touch her, caress her, squeeze her! Never before a dolly who feels so like a real baby and takes a bath, too! This is because her body, arms and legs are molded of new vinyl foam. She's a sleepy angel in her delicate lawn nightie and booties to warm her wee toes. Her huge innocent eyes open and close. She has soft vinyl head, rooted hair.
48 HT 10046 -About 18 in. tall. Ship. wt. 1 lb. 10 oz. 6.99

5 Susie cries "Mama!" when you turn her on her tummy for a nap she'd rather be outdoors! At the first snow flurry she's into her coat, pants, mittens and cap in a flity to watch Mommy bind a snowman. She's 16½ in. tall with rooted hair, open and close eyes. Bump cotton stuffed body, vinyl head, arms and legs.
48 HT 10045—Ship. wt. 1 lb. 8 oz. 4.99

She'd love a Wards doll carriage to take dolly visiting! See pages 228 and 229.

YACHT ROWINCO, HUCKINS SPORTSMAN 50



COCKPIT VIEW OF EQUIPPED SPORTSMAN

DE KHOUSE LOOKING AFT

GALLEY

IMAGINEERING...

is the proven formula that leads discriminating skippers to Huckins when they want the finest yachts. It is the ingredient which has built Huckins into the Symbol of Yachting Perfection.

"Imagineering" isn't just a fanciful word to attract your attention. It is real and live, as tangible as a fine Huckins. It's created when skilled marine engineering is combined with master craftsmanship to produce a functional, safe and luxurious yacht without peer. It's the extra care that goes into each Huckins to give it a distinctive personality that is found in no other yacht

"Imagineering" is something you sense as soon as you step aboard a Huckins. It's something you feel in the responsiveness to your touch on the wheel. It's something that sends a Huckins cruising over the far-flung waters of the earth in a manner that is instantly definable, instantly recognizable.

If you want to leave the "ho hum" world behind, step up to Huckins "Imagineering". May we send you plans for your consideration? Write Huckins Yacht Corporation, P. O. Box 7068, Jacksonville, Florida, 32210.

HUCKINS FAIRFORM FLYER®
SYMBOL OF YACHT PERFECTION

Revel builds every boat to give you the most in fun and excitement. Big, Bold, Beautiful! The perfect family cruiser, tops in seaability, convenience, luxury and craftsmanship. This spacious 30 footer sleeps six adults in comfort. Family size cabin • Complete galley • Large convertible dinette • Full toilet room with vanity • Spacious hanging locker and drawers • Custom styled interior • Fun size cockpit • 110 volt dockside circ. • Elec. pressure water system • Draperies • Screens • Mufflers • Chrysler V/8 powered with velvet drive.

WHY DO REVEL OWNERS HAVE THE MOST FUN? BECAUSE WE PLANNED IT THAT WAY!

This twin stateroom cruiser is designed for performance, styled for prestige and equipped for fun! Packed with real comfort and convenience for the entire family. Toilet privacy for each stateroom • Full size powder room • Huge lockers and drawers • Complete "L" shaped galley • Convertible lounge • Bright, airy, spacious cabin • Apartment size dinette • Decorator styled interior • Fully carpeted • Huge cockpit • 110 volt dockside circ. • Draperies • Screens • Mufflers • Elec. bilge pump • Elec. bilge blower • Chrysler V/8 powered with velvet drive. All this plus REVEL'S famous "low maintenance" construction!

REVEL CRAFT

BOX 20A • ARNOLD, MARYLAND

WRITE FOR LITERATURE OR SEE YOUR NEAREST REVELCRAFT DEALER TODAY • SOME CHOICE DEALERSHIPS AVAILABLE.

DEEPSEA CRUISERS, TESTED AND PROVED FOR RUGGED SEAGOING DUTY!

HUFFMAN MFG.

DAYTON, OHIO—A racy addition to the Huffman Manufacturing Company's Huffy Dragster line is the low-profit Rail. The Rail has Huffy's exclusive Red and Supreme Cheater Slick tire and a T-bar stick shift which actuates from 3-5 forward driving speeds. Of the three new Rail models, two have multiple speeds.

There are nine models in the Huffy Dragster line for 1967, including the three Rails and the de luxe 3-speed Dragster which also comes in a girls model. All have been re-engineered to provide gearing comparable to that of larger middleweight bikes, according to the company.

For adult cycling, Huffman has five models of hand-built Huffy Carlton English lightweights: 10-speed bikes with touring equipment. They range from the Centurion in the 22½-inch frame with light alloy components throughout, to the Corsair model which comes in a 21½-inch or 22½-inch frame.

Also for adults, there are four Huffy Moulton models—the Stowaway, 4-speed, Speed Six and "S" Safari. The Moulton has a cushion or spring suspension system. Front suspension in the head tube cushions the upward movement by means of a 10-inch column of natural rubber in a helical steel spring. The rear fork pivots, exerting pressure against a natural rubber block between the main beam and the rear fork.

HUFFMAN'S MISS AMERICA

The Miss America III is a new addition to the Huffy Dragster line. The bike has a two-coat finish in Flamboyant Midnight Magenta, features a 3-speed rear hub with twist grip controls, bobbed chrome fenders and heavy duty rear wheel with white sidewall tires. A flowered wicker basket completes the ensemble.

For families, Huffman is introducing a new version of its tandem bike. The new tandem features a Lo-Lo frame, and quick-release clamps for easy saddle adjustment.

Huffy's continental lightweight line includes four 10-speed models, eight 3-speed models, and a pair of coaster brake lightweights.

NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES

BARTON AGENCIES

VANCOUVER, CAN. — A new water gun that fits over the knuckles and is mostly hidden in the hand is available from Barton Agencies, Inc. Called the Green Avenger, the gun is operated by clenching the fist. Each gun is packed in a poly bag with header, 3 dozen to the counter box, to retail at 25¢.

BARTON'S HAND GUN

Another new water gun is the Interpol, a reproduction of the snubnose revolver used by the International Police. With the gun on a blister card is a pair of plastic handcuffs. Each card is prepriced 69¢ on a tearaway corner

NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES FOR 1967 •

MODEL RECTIFIER

MRC CARRERA

BROOKLYN — Adjustable coil spring suspension is now available on Model Recufier Corp.'s 1/24 scale Porsche Carrera RTR.

The car has the FT-26D Mabuchi ball bearing can, mounted sidewinder in a lightweight cast aluminum frame.

The motor, drive train, and axle are coil sprung and suspended from the main frame. Spring travel is adjustable to provide precise control of damping effect.

Wheelbase of the car is adjustable to fit virtually any popular car body. A weighted drop pick-up is provided with a small sponge between the frame and the pick-up arm.

The firm has also introduced a new hand controller with circuit breaker, warning light, and printed circuit board for infinitely variable resistance.

MIRRO ALUMINUM

MANITOWOC, WIS. — A new line of snow playthings and a long line of toy kitchen equipment highlight the Mirro Aluminum Co. catalogs this year.

The Mirro Sno Skis are short aluminum skis that are foot-sized. They have ribs on the bottom for speed and maneuverability downhill and for climbing uphill. Adjustable web straps fit all boot sizes. Retail is $3.59.

The Sno-Coaster is a disc sled which will ride straight or twist and spin as it glides across the snow. Side loops provide firm grips.

Small snow shovels and snow pushers are just like the real thing but miniature and very light, yet functional.

Blink-o-Perk is a coffee percolator with a red light on top that blinks while "perking." Battery operated. The Blink-o-Perk can be bought separately or in two different sets with Mystic cups and other utensils or regular plastic cups

The Perk 'N' Pour coffee pot is clear plastic with a white top. Full of coffee-colored liquid, the toy bubbles the coffee in the top knob without batteries. Children can pour with nothing spilling out of

MIRRO SHOE SKIS

the sealed unit. With the pot are Mystic coffee cups, four plastic cups half filled with liquid which will not pour out but makes for a lot of pretending.

Perk 'N' Pour is available with four Mystic cups or in a set with four regular plastic cups and embossed aluminum saucers, plates and utensils.

The Mirro Coffee Set has a service for two with plastic cups, aluminum saucers and spoons and an aluminum coffee pot.

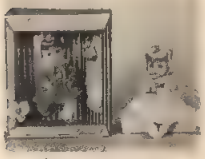
Mirro Bake Set is aluminum, consists of such items as mixing bowl, pie pan, cookie cutter, biscuit pan and others.

A carded bake set has even more equipment on a blister card. Blister cards also contain four-place Perk 'N' Serve set and top-of-the-stove cookware set with 10 pieces

NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES

HORSMAN DOLL

COLUMBIA, S. C.—Fourteen assortments of baby dolls in ten different sizes are being offered by Horsman Dolls, Inc. In drink and wet styles they range from nine-inch Teensie Babies to 26-inch Thirstee Walkers. Soft-bodied styles range from 14-inch Softees to 25-inch Sleepys



HORSMAN TEENSIE BABY

My Baby is a 20-inch doll with the realistically sculptured features of a newborn infant, in a pack that provides the doll with a simulated pillow.

New toddler dolls in the line include a series of 11-inchers called Mods Each is dressed in a specially styled outfit reflecting the current vogue in youth fashion.

Mary Poppins dolls appear again in the Horsman line. Horsman now regards them as staples in the industry.

NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES FOR 1967 •

PLATT & MUNK

PLATT SEWING CARDS

NEW YORK—Two-way sewing cards from Platt & Munk Publishing Co. enable a child to sew a design on one side while simultaneously creating a picture on the reverse side. The cards come packed ten to the package.

ABC coloring cards illustrate letters of the alphabet with animals, toys and other objects. With wipe-off crayons, the cards can be colored again and again.

Let's Go Shopping game contains eight full-color diecut cards for children to arrange in a replica of a supermarket, complete with check-out counter, cash register, push-out fruits, groceries, canned goods, coins and plastic shopping bags.

My Fun Box contains ten diecut cards for children to make face masks, finger puppets, funny eyeglasses and other objects and games.

A Houdini Magic Kit includes a 48-page booklet explaining how to do 75 magic tricks with eight diecut cards to make such tricks as the Vanishing Cage, X-Ray Tube and others.

The De Luxe Stencil Play Kit has upper and lower case alphabets, two complete sets of numbers, shapes, scissors, paper, crayons, crayon sharpener and instruction books.

IRWIN

THE HOUSE OF PROVEN PROFIT-MAKERS

brings you the most exciting line of sure-selling toys ever for '67!

NEW! HUTCH. FIRST EVER!!

Beautiful furniture having terrific play value for young girls!

NEW DINNERWARE SETS

15 New Motifs. New patterns — new shapes — new colors — new packaging.

NFL joins TUDOR's Champions-- Watch 'em go!

tudor NFL

Ride the tide of football popularity with Tudor's Tru-Action, Sports Classic and NFL Electric Football Games.

TUDOR METAL PRODUCTS CORPORATION 200 FIFTH AVENUE NEW YORK, N. Y. 10010

Bandai's Friction and Battery Operated Remote Control Toys

A SURE SHOT FOR BIGGER PROFITS WITHIN EASY REACH!

● **4090 POLICE AUTO CYCLE**
Signal indicator. Realistic siren. Exquisite finish Remote controllable direction Forward and reverse

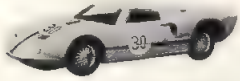
Bandai, makers of the fastest sellers and biggest money earners in toys, has set up shop in New York with many a **"golden egg"** in stock for you — an opportunity you would not want to pass up.

★ **Write or call for our illustrated color catalog.**

● **4101 VOLKSWAGEN SEDAN**
Visible working engine. Head lights Realistic engine sound. Remote control lable direction. Forward and reverse.

● **4210 PATROL CAR**
Flashing emergency light. Rotating speakers. Realistic siren sound. Remote controllable direction Forward and reverse

● **4211 TRIUMPH TR-4**
Blinking rear signal indicator Realistic engine sound. Remote controllable direction Forward and reverse



Friction motor

● **G-T CAR SERIES**
Ford G-T / Chevrolet Sting Ray / Ferrari Coupe / Lotus Elan

Friction motor

● **SECURITY CAR SERIES**
Police Car / Ambulance Car / Fire Chief Car

Friction motor

● **SPORTS CAR SERIES**
Ford Mustang Coupe / Jaguar XK-E / Ford Thunderbird Sedan / Triumph TR-4

★ For other types of toys please refer to Bandai ads in the following back issues: January friction toys; February — battery operated cars; March remote control toys; April — musical and comic toys. May large size battery-operated toys

Makers of the fastest sellers and biggest earners in toys.

Bandai Co., Ltd.
4 5 2 chome, Komagata, Taito-ku, Tokyo, Japan Phone 842 0441

Sales Office. **Toyomenka Inc.** Rm. No 1111, 200 5th Ave., New York 10, N.Y. Phone. 212 255 6298

Contact: Mr. I. W. Berman (Sales Mgr.) or Mr M Anga

JASON TELESCOPES DELIVER SKY-HIGH VALUES AT DOWN TO EARTH PRICES

(A) **EXPLORER magnifies to 400 times.** The perfect all purpose scope. 6 power ranges, 3 lenses; 40x, 64x, 200x, plus a Barlow lens to double each of the powers 5 x 24 finderscope. Alta-azimuth mounting with slow motion control. Diagonal prism, solar, lunar, erecting lenses. 5 ft. tripod, hardwood cabinet. 60mm objective. Focal length 800mm
22306H7250 – (Illus.) Shpg. wt. 20 lbs. . . . . **Retail $135.00**

DISCOVERER magnifies to 454 times. Jason's finest! 3-lenses, 2x Barlow lens provide 6 power ranges- 46x, 76x, 92x, 152x, 227x, 454x Counter balanced equatorial mounting with slow motion controls. Accessories as above plus 6x30 finderscope and sun projection screen. 60mm. objective. Focal length 910mm Wood cabinet
22307H11950 – Shpg. wt. 51 lbs. (Not Illus.) . . . . . **Retail $225.00**

(B) **CONSTELLATION magnifies to 280 times.** Easy to use. 3 lenses plus Barlow lens provide low, medium and high ranges. 47x, 70x, 94x, 140x, 280x. Finderscope, diagonal prism, erecting lens, and sun lens. 5 ft tripod, 60mm. objective. Focal length, 700mm.
22304H4850 – (Illus.) Shpg. wt. 14 lbs. . . . . **Retail $85.00**

(C) **ASTRONAUT magnifies 15x, 30x, 45x, 60x.** Zooms quickly, easily from 15 power to 60 power by extending the drawtube 5 ft. floor tripod, 60mm. objective. Length 32" Versatile and fun to use
22348H2395 – (Illus.) Shpg. wt. 11 lbs. . . . . **Retail $43.50**
OBSERVER magnifies 15x, 30x, 45x. Precision built with 11" chrome table tripod. Zooms from 15 to 45 power Coated optics. 40mm. obj
22302H1295 Shpg. wt. 5 lbs. . . . . **Retail $22.95**

JASON

Jason microscopes are quality optical instruments. All feature all metal construction, quality optics, built-in substage lamps and plug in electric transformers for bright, clear illumination. All have exciting Z-O-O-M eyepieces for quick, easy power change. Each has a rugged leather carrying case for easy carrying, perfect dust free storage. 18 pg. "how-to" book included with each set.

(D) **750 POWER LAB SET.** Our lowest priced zoom microscope **enlarges minute objects up to 750 times.** 6 pc dissecting set, and 12 glass slides included Ht 9½". Shpg. wt. 5 lbs
22310H1495 . . . . . **Retail $26.50**

(E) **900 POWER LAB SET. Zoom in on the exciting world of science.** A simple turn of the eyepiece **zooms** power up or down, from 50x to 900x. 6 piece dissecting tool set, 6 glass slides Ht. 9½". Shpg. wt 5 lbs.
22363H1895 . . . . . **Retail $35.00**

PROFESSIONAL QUALITY
MICROSCOPES

ZOOM INTO THE EXCITING MICRO-WORLD WITH A JASON QUALITY INSTRUMENT

JASON'S DELUXE 1200 POWER ZOOM

(F) Watch minute details of specimens grow larger as you ZOOM from 80 power all the way to 1200 power **Advanced microscope provides really professional results** . . opens up a vast new world of science for study and enjoyment **Two focusing controls** – fine and ultra-sensitive provide spectacular viewing Three revolving turrets, diaphragm for light control, adjustable down stop. Fully coated optics. 6 glass slides and 6 piece dissecting set included. Ht. 12". Shpg wt 6 lbs
22312H2995 . . . . . **Retail $55 00**

NEW VERSATILE ZOOM SCOPE FOR VIEWING DISTANT VISTAS AND TARGET SPOTTING.

GEMINI magnifies 13x to 40x. Unique new construction makes this new scope easy to use Delivers the sharpest, clearest viewing Zooms from 13 power to 40 power by a simple turn of the zooming wheel Finest fully coated optical system, 40mm. objective lens Easy focusing. Sturdy, deluxe chrome table tripod Length 16"
22381H2495 – Shpg. wt. 4 lbs. . . . . **Retail $44.95**

JASON SLIDE RULES FOR LIFETIME USE

Made of finest selected warp-proof bamboo, guaranteed accurate! Clear-vue slide. Complete instructions included. Deluxe cowhide carrying cases.

(G) **PROFESSIONAL.** Finest deluxe rule for engineers. Scales: LLo, L, K, A, B, S, ST, T, C, D. D1, P, LL_1, LL_2, LL_3, DF, CF, C1F, C1, C, D, LL_1, LL_2, LL_3 Size: 14x1⅛
22364H1795 – Shpg. wt. 2 lbs. . . . . **Retail $31.95**

(H) **COLLEGIATE.** Ideal for advanced high school and college students. Scales. K, A, B, S, ST, T, C, D, D1, L, LL_1, DF, CF, C1F, C1, C, D, LL_1, LL_2 Rigidly accurate and precise Easy to read Size: 12⅞x1⅝.
22353H1295 – Shpg. wt 2 lbs. . . . . **Retail $21.95**

FIELD PROVEN

JASON

A PERFECT MODEL FOR EVERY PURPOSE . . . OR POCKETBOOK

NEW WIDE ANGLE STATESMAN SERIES

DELIVER 50% LARGER VIEWING AREA

Jason Statesman Wide Angle models are the outstanding choice for all purpose fast action viewing. Superb performance Statesman Wide Angle's stretch the horizons – see wide and away with greatest sharpness. Check these features.

Power perfect superior 5 lens fully coated optical systems are distortion free from edge to edge. Adjustomatic eyecups open new horizons to eyeglass wearers. Now you can wear sunglasses and retain the same field of view . . . plus there's instant convertibility for those who do not wear glasses. Full-length micro-motion focusing bar for matchless focusing ease. Deep set objective lenses are recessed into the frame, protected from glare and weather. Built-in tripod adaptors. Rugged one-piece molded lightweight frames accented by distinctive grey and chrome trim. Beautiful carrying cases are rugged, protective . . . Look for the distinctive Statesman emblem, your assurance of the finest.

(A) 7 x 35 EXTRA WIDE ANGLE STATESMAN. Exciting as a 50-yard touchdown pass. Finest performer in the grandstand – gives nearly twice the field of regular binoculars. Aluminized frame. Field, 604 ft. Brightness, 37.5. Ht. 4". Wt. 30 oz. Shpg. wt. 5 lbs.
22325H4350 – (Illus.) . . . . . **Retail $79.50**

(B) 7 x 50 EXTRA WIDE ANGLE STATESMAN. A view as big as all outdoors. The extra wide 578 ft. field combined with large 50mm. lenses give the widest, brightest viewing ever offered. Extra light magnesium frame. Brightness, 76.5. Ht. 7". Wt. 36 oz.
22362H5295 – Shpg. wt. 5 lbs. . . . . **Retail $97.50**

10 x 50 EXTRA WIDE ANGLE STATESMAN. Jason's newest development. Big 10 power magnification combined with wide angle lenses. Bring objects 10 times closer, yet retain a wide, wide field of view. Field, 403 ft. Brightness, 37.5. Ht. 7". Wt. 36 oz.
22378H5675 – Shpg. wt. 5 lbs. . . . . **Retail $105.00**

STATESMAN 7x35, 7x50

Designed with molded, lightweight aluminized frames. New, wider fields of view: 420 ft. at 1000 yds. – 10% wider than similar models. Adjustomatic eyecups. Fully coated optics. Deep-set objective lenses. Quick center focusing. Deluxe V-slot cases.

DELUXE 7x50 STATESMAN. Provides extra brightness for sharper viewing at dawn or dusk. Preferred by hunters and yachtsmen, perfect in the grandstand. 10% wider field than regular models - 420 ft. Brightness, 76.5. Ht. 7". Wt. 36 oz. Shpg. wt. 5 lbs.
22350H3850 – (Illus.) . . . . . **Retail $69.95**

DELUXE 7x35 STATESMAN. Favorite companion for scenic viewing, all general uses. Lightweight and compact, weighs only 24 oz. 14% wider field than similar models, 420 ft. Brightness, 37.5. Ht. 4". Wt. 24 oz.
22324H3385 Shpg. wt. 4 lbs. . . . . **Retail $62.50**

BINOCULAR SELECTION GUIDE

GENERAL
7x35 8x30
7x35 WIDE ANGLE
6x18 WIDE ANGLE
ZOOMS

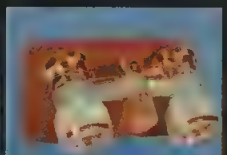
SPECTATOR SPORTS
7x35 7x50
7x35 WIDE ANGLE
7x50 WIDE ANGLE
6x18 WIDE ANGLE
ZOOMS

HUNTING YACHTING NIGHT USE
7x50 8x50
7x50 WIDE ANGLE
10x50 WIDE ANGLE

LONG RANGE & ASTRONOMICAL VIEWING
10x50 16x50
8x50 WIDE ANGLE
ZOOMS

SPORT & THEATER
4x30
6x18 WIDE ANGLE
7x35 NON PRISMATIC
3x THEATER GLASS

JASON'S FINEST QUALITY MODELS FOR SPECIAL OCCASIONS



CLASSIC ELEGANCE FOR THE THEATRE

Mother of pearl elegance set off by gold trim. 3x power magnification, center wheel focusing. Zippered leather case. Satin lined gift box. The perfect gift. Ht. 2". Wt. 4 oz. Shpg. wt. 1 lb.
22379H1450 **Retail $24.50**

HIGH POWER SPORT GLASS

Fine quality non-prismatic binoculars. Magnifies 7 times. 35mm. coated, color-corrected lenses. Center focusing. Carrying case included. Ht. 5". Wt. 16 oz. Shpg. wt. 3 lbs.
22351H1095 **Retail $19.95**

FAVORITE OF SPECTATORS ON THE GO

4 power magnification and 30mm lenses. An ideal combination for viewing indoor sporting events. Ideal for theatre. Coated lenses. Center focus. Case included. Ht. 3". Wt. 8 oz. Shpg. wt. 2 lbs.
22320H795 **Retail $13.95**

COMPACT 6x WIDE ANGLE BINOCULAR

Finest achievement in lightweight viewing enjoyment. Compact, prismatic construction. Powerful 6x magnification. Panoramic 578 ft. field of view. 18mm. lenses. Center focus. Ht. 3". Wt. 18 oz. Shpg. wt. 1 lbs.
22380H3250 **Retail $59.95**

Jet Party Favors Inc 114 Manhattan St Stamford Conn
Jomar Prods Corp 5612 So Rt 31 Cyrstal Lake Ill 60014
Kaye Novelty Co 495 Bushwick Ave Brooklyn 6 N Y
Kaytee Imports Inc 28 W 27 St NYC 10001
Key Novelty Mfg Co 29 N 2 St Philadelphia Pa 19106
LYON RENE D CO 225 5 Ave NYC 10010
Merrimaker Corp 918 Halsey St Brooklyn 33 N Y
Oak Rubber Co 216 Sycamore St Ravenna Ohio
Norjac Inds P O Box 34 NYC 71
Parrish's Cake Decorating Tools & Supplies 314 W 58 St Los Angeles Calif 90037
Parti-King Inc West Warwick R I
Pioneer Rubber Co 421 Tiffin Rd Willard Ohio
Rodin G W Co 200-250 E Market St Scranton Pa 18501
ROYAL CREST PRODS CO 369 St Marks Ave Brooklyn 38 N Y (Sets)
Selcraft Prods Inc 325 Gold St Brooklyn N Y
Shackman B & Co 2 W 35 St NYC 10001
Standard Cellulose & Novelty Co Inc 200 5 Ave NYC 10
STAR BAND CO Broad & Commerce Sts Portsmouth Va 23707
Talking Devices Co 4447 Irving Park Rd Chicago Ill 60641
Tico Toys (Rosbro Plastic Corp) 999 Main St Pawtucket R I
Wecolite Co 699 Front St Teaneck N J

FEEDING DISHES

Alan Jay-Clarolyte Inc 180 W Westfield Ave Roselle Park N J
Baby World Co 145 E 32 St NYC 16
Bantam U S Toys Inc 122 W 34 St New York
Brothers Mfg Co 2526 Atlantic Ave Brooklyn 7 N Y
Dell Plastics Co 342 Herzl St Brooklyn 12 N Y
Del-Rey Plastics Corp 200 5 Av New York 10 N Y
Fisher Earl Plastic Co 555 Lancaster Reynoldsburg Ohio
Hassenfeld Bros Inc 1027 Newport Ave Pawtucket R I
Miner Inds Inc 200 5 Av New York 10 N Y
Norstar Corp 1725 W Farms Rd Bronx N Y 10460
Plakie Toys Inc 4105 Simon Rd P O Box 3386 Youngstown Ohio 44512
Premier Doll Accessories Inc 168 7 St Brooklyn N Y
RELIANCE PRODS CORP 108 Mason St Woonsocket R I 02895
Zadek-Feldstein Co 55 33 St Brookyln 32 N Y

FIGURES, MINIATURE

Ariane Mfg Co 4462 S Germantown Av Philadelphia 44 Pa
Art Plastics Co Box 486 75 Water St Leominster Mass
Artistic Latex Form Co 1220 Brook Ave Bronx N Y 10456
Auburn Rubber Co P O Box 469 Deming N Mex
Barclay Mfg Co 316 Palisade Ave Union City N J
Boyd A B Co 810 E 14 St Los Angeles Calif 90021
Boyd Specialty Co The 987 Colgate Rd Columbus Ohio 43213
Bronner Fred Corp 120 E 23 St NYC 10010 (Merten Figures)
COSSMAN & LEVINE INC 1238 N Highland Ave Hollywood Calif 90038
Creative Playthings Inc P O Box 1100 Princeton N J 08540
Dell Plastics Co 342 Herzl St Brooklyn 12 NY
Flagg Dolls 6-14 Bismarck St Jamaica Plain Mass 02130
Fun Things Inc 3716 W Jefferson Blvd Los Angeles Calif 90016
Giant Plastics Corp 1668 Webster Ave Bronx 57 N Y
Gordy Henry Inc 200 5 Ave Rm 355 NYC 10010
Greyshaw of Georgia Inc 845 Peachtree St NE Atlanta Ga 30308
HARTLAND PLASTICS INC Hartland Wis
Holiday Fair Inc 48 W 37 St NYC 10018
International Models Inc 33 Union Sq NYC 3
JAK-PAK INC 236 N Water St P O Box 374 Milwaukee Wis 53201
Kaytee Imports Inc 28 W 27 St NYC 10001
Knight Charms Corp 57 Hanse Ave Freeport NY 11520
Marlon Creations Inc 29-04 37 Ave LIC N Y
Marx Louis & Co 200 5 Ave NYC 10

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Great for Kids and Adults.
Folds flat for Easy Storage
The Big Winner For Family Fun.
Also available: Gymnastic accessories and safety mat.

Contact George A. Back

JIM GYM, INC.

950 W. Maple, Troy, Mich. 313-556-2211

Figures, Miniature (Cont.)

Monogram Models Inc 8601 Waukegan Rd Morton Grove Ill
Multiple Toymakers Inc 1260 Zerega Ave Bronx NY 10462
Palmer Plastics Inc 10720 Av D Brooklyn 36 N Y
Payton Prods Inc 700 Bank St Brooklyn NY
Reeves International Inc 1107 Broadway NYC 10010
Strombecker Corp (Div Tootsietoy-Model Road & Raceways) 4646 W Lake St Chicago Ill 60644
Tim-Mee Toys (Div of Processed Plastics) 100 Aucutt Rd Montgomery Ill
Tomy Co Inc 3-15 Komagata 1-chome Taito-Ku Tokyo Japan
Union Wadding Co 125 Goff Ave Pawtucket RI
Walthers William K Inc 1245 N Water St Milwaukee 2 Wis
Wilton Prods Inc Wrightsville Pa 17368

FIGURES, PAINTING

PLASTRAY CORP 35135 Groesbeck H'way Mt Clemens Mich 48043

FILM, MOTION PICTURE AND SLIDES

Brumberger Co 34 34 St Brooklyn 33 N Y
Castle Films Produced by United World Films Inc 221 Park Ave S NYC 10003
Chemical Sundries Inc 4700 W 19 St Chicago Ill
Eastman Kodak Co 343 State St Rochester 4 N Y
Greenaway Engnring Co 902 S Magnolia Ave Monrovia Calif
KENNER PRODS CO 912 Sycamore St Cincinnati Ohio 45202
Stori-Views 3 Edison Ave Chesterfield Mo 63017
Tru-Vue Co (Div of Sawyer's Inc) P O Box 123 Portland 7 Oreg

FILM VIEWERS

Chemical Sundries Inc 4700 W 19 St Chicago Ill
Eastman Kodak Co 343 State St Rochester 4 N Y
General Electric Co (Housewares Div) 1285 Boston Ave Bridgeport Conn 06602
Radex Stereo Co 5856 W Adams Blvd Culver City Calif
Stori-Views 3 Edison Ave Chesterfield Mo 63017
Tomy Co Inc 3-15 Komagata 1-chome Taito-Ku Tokyo Japan
True-Vue Co (Div of Sawyer's Inc) P O Box 123 Portland 7 Oreg

TWO BRAND NEW HOBBIES

FIGURE PAINTING

Here's a brand new idea—FIGURE PAINTING. These large (22 inches high) one piece figures are ready for finishing, with paint and brushes. Figures can be finished in authentic colors or in antique finishes. And, for added interest, a short history of the era and the costume, is included with the instructions. Completed figures can be used for everything from decorator pieces to lamp bases.

Paint by the Piece WALL PLAKS

Another good idea—Painting By the Piece. Molded of styrene in pieces, each piece is painted and textured separately, then assembled into a professionally finished plak. Paint and brush, flocking and glue included. Designed for boys and girls, age 6 to 12 yrs.

KNIGHT

22"

CIVIL WAR SOLDIER

Plastray CORPORATION

35135 GROESBECK HWY. • MT. CLEMENS, MICH. 48043

GENUINE JOHANN HAVILAND BAVARIAN CHINA

JOHANN HAVILAND BAVARIAN CHINA

Produced by world-famed master craftsmen of **Bavaria.** Highly translucent—superbly finished with lustrous glaze—high-fired for durability and lasting loveliness. Enjoy the prestige and superior quality of Genuine Bavarian Fine China at modest cost. Choose from three shapes—the cherished mellowness of traditional baroque, sleekly styled contemporary coupe, or the popular rim shape enhanced with gently-contoured cylindrical holloware to complement any decor. All in a complete 93 pc. service for 12 to meet every dining service need.

PETIT POINT

Graceful rose-pink garland border with taupe scrollwork. Gleaming platinum trim. A lovely set in the Baroque shape that is sure to captivate and elicit many highly favorable compliments from your guests

Sugg. Retail
6113XF8400—93-Pc. Set $126.00

93 PIECE SET COMPOSITION

SERVICE FOR 12. Ship. wt. 67 lbs. **12 each:** dinner plates, salad/dessert plates, bread and butter plates, soups, fruit dishes, tea cups, tea saucers; **1 each:** sugar and cover, creamer, gravy boat, serving bowl, casserole and cover, medium platter (except coffee pot with cover and extra serving bowl in Gold Riviera and Platinum Riviera, instead of a casserole and cover and medium platter), and large platter.

ALL BAVARIAN CHINA SHIPPED F.O.B. ILL. OR NEW YORK

GOLD BAROQUE

Sparkling white with rich matgold trim. Provides a luxurious table setting the utmost in gracious dining Sugg. Retail
6111XF10500—93-Pc. Set $157.50

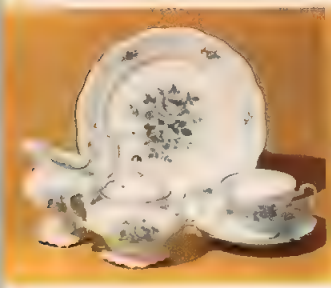
PLATINUM BAROQUE

Same as above except without band on outer rim of cups. Platinum scroll line appears underneath rim of cups. Lavish Platinum Trim on pure white. Sugg. Retail
6112XF10500—93 Pc. Set $157.50

MONARCH

A masterwork of ceramic art. Matgold bands form a superb frame in this regal treatment. This pattern comes to you in the ever popular greatly desired Rim Shape. An example of charming dignity with appealing simplicity.

Sugg. Retail
6108XF15400—93-Pc. Set $246.00



BLUE BOUQUET

Delicate Rose cluster in muted Blue tones with Platinum trim. Heirloom Baroque shape, tastefully designed to endure for generations. Sugg. Retail

6144XF7700—93-Pc. Set $115.50

NORMANDY

Exquisite Provincial motif in Rich Decorator Blue coloration, edged with Platinum. Stunning contrast in design treatment of flat pieces and holloware marks this as a truly superior pattern.

Sugg. Retail

6141XF9240—93-Pc. Set $138.50

PLATINUM RIVIERA

Unique example of ceramic artistry. Striking sculptured holloware mated with the pure simplicity of classic coupe flatware As much a conversation piece as a functional table service Touched with **Gleaming Platinum.**

Sugg. Retail
6142XF8400—93-Pc. Set $126.00

GOLD RIVIERA

Same as above except touched with **Bright Gold.** Sugg. Retail
6143XF8400—93-Pc. Set $126.00

Mikasa

GENUINE CHINA

Magnificent MIKASA—incredibly lovely china imported from Japan. **MIKASA** is world famous for its deep luster and rich translucency. Produced by true artisans—fired for lasting durability. Choose from six lovely patterns: **Versailles, Stanton, Marlboro, Citation, Doric or Sweet Briar.** Shipped **F.O.B. New Jersey Warehouse.**

VERSAILLES

The regal appearance of the distinctive baroque styling artistically complemented by spaced sprays of pink roses with green leaves, matching center spray. Platinum band highlights rims

Sugg. Retail

6205XF2900—55-Pc. Service for 8....$42.95

6206XF5167—95-Pc. Service for 12...$76.95

SET COMPOSITION

55 PC. SERVICE FOR 8 (Approx. ship. wt. 42 lbs.) 8 EACH: dinner plates, bread/butter plates, cups, saucers, fruits and soups; 1 EACH: chop plate, vegetable bowl, sugar w/cover, creamer PLUS 2 EXTRA CUPS.

95 PC. SERVICE FOR 12 (Approx. ship. wt. 75 lbs.) 12 EACH: dinner plates, bread/butter plates, salads, cups, saucers, soups and fruits. 1 EACH: chop plate, 16" large platter, sugar w/cover, creamer, gravy boat, vegetable bowl, and salad bowl. PLUS 3 EXTRA CUPS.

ALLOW AMPLE TIME
FOR HOLIDAY SHIPMENTS

STANTON

Regal, white china crowned by laurel wreathes of shimmering 22K Gold . . . accented with Gold rims and lavish Golden Swaths on pieces having handles.

Sugg. Retail

6207XF3767—55-Pc. Service for 8...$ 55.95

6208XF6767—95-Pc. Service for 12. $100.95

MARLBORO

A truly traditional pattern with elaborate sculptured edges richly trimmed with platinum, permits gracious and formal dining For all its fragile looks, the translucent white china is extra strong—glazed to rock hardness.

Sugg. Retail

6209XF3767—55-Pc. Service for 8....$ 55.95

6210XF6767—95-Pc. Service for 12.. $100.95

DORIC (Gold)—CITATION (Platinum)

CITATION

Classic simplicity creates a mood of elegance. Pure white body, Platinum Borders enhance the traditional rim shape

Sugg. Retail

6211XF3033—55-Pc. for 8 . $44.95

6212XF5433—95-Pc. for 12 . $80.95

DORIC

Same as Citation except with Gold Borders.

Sugg. Retail

6213XF3033—55-Pc for 8. $44.95

6214XF5433—95-Pc for 12. $80.95

MARLBORO

SWEET BRIAR

SWEET BRIAR

Exquisitely soft Blue rose buds highlighted with leaves and stems of Pink, Beige, and Gray. Traditional design in similar colors on verge. Platinum edge accents the baroque shape.

6215XF2900—55-Pc.
Service for 8...Retail $42.95

6216XF5167 95-Pc.
Service for 12..Retail $76.95

A SENSATIONAL SUCCESS TOY in '66

50,000,000 Children walk blocks to buy cones and sundaes at the dairy stand

Now! Boys & Girls can make them at home

with *Kenner's*®

FREEZE QUEEN

DAIRY STAND ICE CREAM MACHINE

Great fun to eat, even greater fun to make, this new different way! Make Curly-Top Cones, Sundaes, Milk Shakes, Sherbets, Sodas. Three delicious flavors: vanilla, chocolate, orange; Chocolate and Butterscotch toppings. Easy! No ice to crush. No crank to turn. Put pre-frozen canister into machine; add Freeze-Queen mix; push mixing handle a few times...makes delicious FREEZE-QUEENS in about 10 minutes. Refills available. Or use Mom's ingredients to make ice cream the modern Freeze-Queen way.

MAKES ALL THESE DAIRY STAND TREATS AND MANY MORE!

COMMENDED by PARENTS MAGAZINE

Kenner's NEW

FREEZE QUEEN

DAIRY STAND ICE CREAM MACHINE

New principle! Pre-freeze canister in ice compartment of refrigerator. Insert in Freeze Queen. No need for plug-in or batteries to bring mixes to proper temperature. Portable mixer included; use for blending mixes with water; also for milk shakes.

Set includes Dairy Stand Machine, Mixer, (uses 2 "D" batteries, not incl.) . . . cone dispenser, 24 cones, recipe book, milk shake glass, 1 mixing bowl, 2 canisters, and 3 vanilla, 3 chocolate, 1 orange, and 1 chocolate milk shake "Just-Add-Water" Mixes; 1 chocolate and 1 butterscotch topping; aluminum foil packed. Big full color box, size 15½" x 23½" x 7¼".

No. 1460—Pkd. 1/3 doz. Wt. 28 1/2 lbs. **$13.95**

Now 2 Assortments of Refill Mixes to Meet the Demand

Flavors in assortments are Chocolate, Vanilla, Strawberry, Peppermint and Orange Toppings in Chocolate and Butterscotch.

No. 1461 pkd. 2 doz., wt. 13¼ lbs.
Assortment of Cone Sets, Sundae Sets and Freeze Queen Mix Sets
Retail per set **$1.25**

No. 1462 pkd. 1 doz., wt. 15 lbs.
Assortment of Variety Cone Sets and Sundae Sets
Retail per set **$2.39**

NEW! FREEZE QUEEN DISPLAY

Beautiful full-color see-thru window display 26½" x 32½" x 8". Shows entire contents at a glance. Sells on sight. Resalable. Your cost same as No. 1460 Freeze Queen.

No. 1460X pkd. 1 only, wt. 10 lbs.

©1967 Patent Pending

KENNER PRODUCTS CO. Cincinnati, Ohio 45202 — New York Rep. Showrooms 1412-1424, 200 Fifth Ave

Made in U.S.A. Printed in U.S.A.

10 Top-Rated Shows

TV

ALL 3 NETWORKS

PLUS

Local Market TV Campaigns in Over 60 Markets

For the First Time in the Toy Department! Exclusive New Features! Exciting Low Price!

Kenner's® NEW PORTABLE SOLID STATE RECORD PLAYER

swingster

NEW! Exclusive! **Lift-Guide automatically sets Tone-Arm! No Needle to Set—No Scratched Records!**

NEW! Exclusive! **Pop-up Spindle automatically adapts for 45 or 33⅓ records!**

Sleek, space-age styling. Battery-powered. Fully transistorized amplification. Soft-to-loud volume control. Beautiful full fidelity tone from mid-range speaker. Plays any 33⅓ or 45 record, anywhere—beach, parties, picnics, sock hops. Swingster is the perfect record player for all children from teenagers down.

Even very young children can operate it. No spindle adapters to handle or lose . . . exclusive new "Pop-Up" spindle automatically adapts for either speed record. Child need never touch needle or tone arm . . . exclusive new "Lift-Guide" automatically sets long-life sapphire needle in starting groove.

The only 2-Speed Transistorized Record Player that sells at such a low price!

Kenner's® NEW swingster

The only Record Player at *any* price with these TWO NEW exclusive features.:

Lift-Guide automatically sets Tone-Arm!
No Needle to Set - No Scratched Records!

Pop-up Spindle automatically adapts for

45 or 33⅓

Swingster will make the toy store a new volume center for record player sales!

The demand for Swingster will be great—because it's got what every child wants in a record player—exclusive easy-to operate features, sensational low price, and the smart new compact styling of their big brother and sister's favorite portable.

Beautifully styled in light, bright colors with texture-grain finish.

Compact: Only 13" x 4¾" x 4".

Lightweight—weighs less than 3 pounds.

Fully transistorized. Big 3½" speaker.

Super-quiet turntable with variable speed control.

Ultra-light tone arm and long-life sapphire needle. Tone arm locks to spindle for safe portability. Slide Lock holds lid firmly in place when closed.

No plug-in. Operates on 4 "D" batteries (not included) that provide up to 15 hours continuous play.

Box Size:
6" x 7½" x 15"

No. 1700 pkd. ⅓ doz., wt. 11 lbs. **$16.95**

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KENNER PRODUCTS CO., Cincinnati, Ohio 45202
N. Y. Rep. Showrooms 1412-1424, 200 Fifth Ave.
Made in U.S.A. Printed in U.S.A.

TWIST 'EM

THEY STAY IN POSITION

Walt Disney's®

PLUTO

DONALD DUCK

MICKEY MOUSE

©WALT DISNEY PRODUCTIONS

IN

FLEXIES

by KENNER

SOFT BENDABLE FAVORITES

Three of Walt Disney's best-loved characters come to life in KENNER'S NEW FLEXIES. Molded with wire armatures so they can be easily bent or twisted into all kinds of zany poses, even wrapped around arm or leg. Bright colors. Soft, washable, durable foam. Pluto is 12" long. Donald Duck, Mickey Mouse each 10" tall. Individually packed in polyethylene bag with header card punched for rack. **$1.29** RETAIL

ASSORTMENT

Contains 8 each of the 3 characters. Individually packed in polyethylene bag with header card punched for rack.

No. 170—Pkd. 2 doz., wt. 2½ lbs.

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Made in U.S.A. Printed in U.S.A.

PAINT BRILLIANT WATER COLORS WITHOUT WATER OR BRUSHES.

Kenner's® PRESTO-PAINTS

No dipping, no spilling, just pick up and paint.
Go on smoothly, cover evenly, blend beautifully.

No. 141

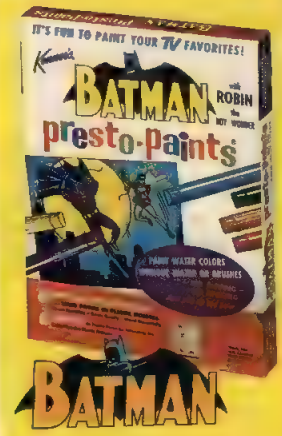
No. 142

Contains 6 Presto-Paints, 6-panel Comic Strip and 4 Action Pictures of your Television Favorites.

98¢ Retail

ASSORTMENT

No. 141 • Popeye Presto-Paints
No. 142 • Mighty Mouse Presto-Paints
Packed 1 dozen to a shipping carton, weight 6½ pounds.



No. 143 • 98¢ Retail

Batman Presto-Paints

6 Presto-Paints and 6 action pictures

Packed 1 dozen to a shipping carton, weight 5¾ pounds.

ALL SETS SHRINK-WRAPPED

No. 241 • Popeye Presto-Paints

$1.98 Retail

Packed 1 dozen to a shipping carton, weight 12 pounds.

This big $1.98 set contains 12 Presto-Paints, two 8-panel Comic Strips and 6 Action Pictures of Popeye and his friends.

U.S. Patent Nos. 2,825,150; 3,150,267; other pats. pend.
Canadian Patent No. 805,957, other pats. pend.

Made in U.S.A. • Printed in U.S.A.

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New Kind of TRACK TOY FOR YOUNG CHILDREN

Kenner's®

REMOTE CONTROL BATTERY MOTORED

GO-GO BUG

on 10-foot Flexible GO-GO TRACK

NEW TRACK INVENTION!

Nothing to put together or pull apart.

- Track goes over, under, around furniture, up stairs or walls or trees, indoors or out.
- Bug follows track everywhere with cog-wheel traction, even upside down. CAN'T JUMP TRACK!
- A 2-YEAR OLD CAN DO IT! Push-buttons on battery case make Bug go forward or back.

Braided contact strips in polyethylene track carry current to geared motor inside Bug. All permanently connected.

ACTION—FUN!

Uses 3 size "D" batteries (not incl.)

Free-wheeling Go-Go Feet, Rolling Goo-Goo Eyes and Greeching Sound add to fun.

PRINTED IN U.S.A.

No. 520

$4.98
Retail

Packed ½ dozen to case, wt. 8¾ lbs.
BRIGHT NEW BOX 14" x 10½"

Nationwide Network TV
Top-Rated Captain Kangaroo Show

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KENNER'S "FLINTSTONE'S" INTERLOCKING BUILDING BOULDERS

Flintstone Playhouse

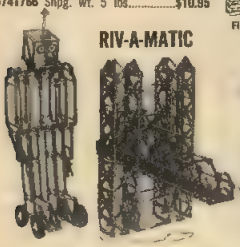
Flintstone Igloo

Flintstone Castle

Flintstone Arch

Build big Flintstone playhouses, forts, castles, archways and igloos—big enough to get into! Make cars, boats that float . . . no limit to what you can build with this set! Big buildings, objects, etc., are so light and rigid you can pick them up and carry them. "Builders" have pegs and holes which fit into one another, allowing circular, zig zag, square, etc. patterns—an entirely new kind of building unit! Set contains 100 giant, brightly colored plastic "Building Boulders" and 2 knock-down Boulder Balls
61B74T768 Shpg. wt. 5 lbs.....**$10.95**

RIV-A-MATIC



TRANSOGRAM CONSTRUCT-ALL 1500 WITH RIV-A-MATIC GUN AND POWER PAK. New! Over 480 realistic, durable "girder-like" plastic pieces create three-dimensional rigid structures such as bridges, towers, elevators, windmills, even robots! Exclusive Riv-A-Matic Gun drives in "Scrivits" (rivet-like screws), which can be used over and over again! Plus remote control Power Pak for exciting motorized action and complete instructions. (Batt. not incl.)
62410T1050 Shpg. wt. 4 lbs. **$15.00**

WALKIE TALKIE

MATTEL CREEPLE PEEPLE THINGMAKER. Form fanciful, whimsical Creeple Peeple in 4 glowing colors with special fluorescent Plastigoop and molds, and heating on the Thingmaker. Make 6 different startling heads, arms and hands. Molds, tray, wigs, feathers, etc. included.
60852T910 Shpg. wt. 4 lbs.....**$13.00**

BRUMBERGER BATTERY OPERATED WALKIE TALKIE OUTFIT. Perfect for play, also for houses, offices, farms, factories, etc. Transmits voices strongly, clearly. Includes 2 phones with loud buzzers, 2 wall hangers, plug-in wire. Guaranteed. Uses "C" Batt., not incl.
61835T350 Shpg. wt. 2 lbs.....**$4.95**

TOYMASTER

TOYMASTER FOLD-A-WAY BAT CAVE. Every Jr Bat Man will go Bat-ty with this Bat Cave! It's big enough to hold Bat Man and Robin. Secret peepholes and an escape hatch provide loads of extra fun and activity. It's made of sturdy corrugated fiberboard, printed in Red, Blue and Black colors. And, because it folds away flat, there's no storage problem. Exciting Bat Man and Robin illustrations decorate the cave! 39⅛x31x31". **Mailable.**
60715T390 Shpg. wt. 6¼ lbs. **$5.98**

(A) GILBERT ERECTOR SET #3. More than 300 parts—everything for ultra-modern devices such as Lunar Surface Probe, Mobile Crane, Draw Bridge, Pile Driver and others. Includes Powermatic motor, battery holder, chain and sprockets, and much more! A fascinating gift that will provide the young engineer countless hours of fun.
61043T865 Shpg. wt. 5 lbs.....**$12.95**

(B) GILBERT ERECTOR SET #4. New concept in construction sets! Combines the basic erector nut and bolt principle with a new, light-weight, amazingly strong and rigid design. Over 450 pieces including Powermatic motor, remote control battery case, powermatic hoist, chain and sprockets, etc. Instructions show how to make 75 different and exciting models
61044T1350 Shpg. wt. 8 lbs.....**$19.75**

(C) GILBERT CHEMISTRY LAB SET #3. Everything you need to perform more than 500 experiments. Set includes 21 chemicals, three test tubes, rack, candle alcohol lamp with blow pipe, metric scale shelf, etc. With four modular storage racks. A complete working laboratory for hours of instructive enjoyment.
61041T665 Shpg. wt. 6 lbs.....**$9.95**

(D) GILBERT MICROSCOPE SET #2. Magnifies 60-90-475 times! Fine metal instrument with plug-in illumination; above and below stage lighting. With modular component rack and lab equipment. Plus Protozoa Pack and Growth Chamber. Outfit includes tweezers, slides, cover glass, instructions, etc.
61042T665 Shpg. wt. 4½ lbs.....**$9.95**

MASTERPIECES of PRECISION and STYLING by *Bradley*
NEW FASHIONS IN WATCHES FOR WOMEN
ELECTRONICALLY TIMED, ANTI-MAGNETIC PRECISION MOVEMENTS

F. 'WINNIE' — Classic round and most practical all-purpose, sport watch for active women. Highly polished gold finish case. Luminous dots and hands. Sweep second hand. Velvety suede black band
1651A795 **Retail $11.95**

G. 'SEA-SIREN' — Scuba WATERPROOF*, ideal for underwater diving, exploration, surfriding, boating. Features 60 minute count-down timer. Luminous figures, and hands. Waterproof molded white strap.
1659A995 **Retail $14.95**

H. 'DAINTEE' — Modern beauty in Florentine goldtone. Oval shape case smartly accents the tiny round silverwhite dial. Raised gilt figures and hands. Matching slim, tubular expansion band
1653A930 **Retail $13.95**

I. 'LISA' — Charmingly feminine, perfect for daytime and evening. Delicately sculptured golden case. Tapered band with safety chain.
1654A930 **Retail $13.95**

J. 'FLAIR' — Simply beautiful to look at and wear daytime or dress. Faceted crystal. Richly polished goldtone oval case. Trim, black silk cord band
1655A885 **Retail $12.95**

K. 'JENNIFER' — Distinctive all-purpose sports dress watch. Sweep second hand. Richly polished golden case. Matching expansion band.
1656A885 **Retail $12.95**
'NANCY' — Same as above in chrome case
1652A885 **Retail $12.95**

L. 'BEAU PETITE' Elegance with simplicity distinguishes this strikingly smart classic round design. Richly polished golden case has Florentine top. Faceted bezel and crystal. Tapered, black suede band.
1657A930 **Retail $13.95**

'ALL STAR' BASEBALL WATCH
Big league watch with autographs of ALL STAR BASEBALL PLAYERS on dial. Chrome plated case. Genuine leather strap.
1683A730 **Retail $10.95**

'ALL STAR' BASEBALL SET
Autographed Baseball Watch with regulation baseball. Gift packaged
1685A795 **Retail $11.95**

Barbie®
The fashion watch girls adore and love to wear. Pictures Barbie in full color on dial. Petite round gold color case with unique 3 D dial. Genuine leather strap matches coral, pink, or blue dial or black strap with white dial.
1663A795
Retail $11.95

*Barbie — is the registered trade mark of Mattel, Inc. Used under their license.

TIME TEACHER
Educator approved way of teaching time to children. Successful, patented numerical dial makes it simple
'GIRLS' Petite gold color case. Leather strap.
1693A795 **Retail $11.95**
'BOYS' - Chrome case. Genuine leather strap.
1692A730 **Retail $10.95**

'FLIPPER'
Lovable TV Dolphin in color. Luminous numerals, hands. Chrome plated case. 100% nylon strap
1696A795 **Retail $11.95**

'BALLERINA'
Graceful, colorful ballerina on dial. Smart, gold color case with genuine leather strap.
1686A795 **Retail $11.95**

"FAMOUS NAME" CHARACTER GIFT WATCHES FOR CHILDREN by *Bradley*

'COMMANDO'
Features a jet black 24 hour military count down dial. Luminous full figures and hands. Sweep second hand. Sturdy, lustrous, chrome case. G.I. 100% nylon strap.
1687A730
Retail $10.95

Melamine makes mealtime fun for the younger set!

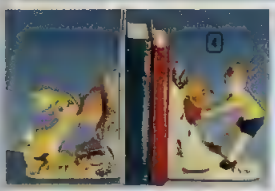
Your Choice

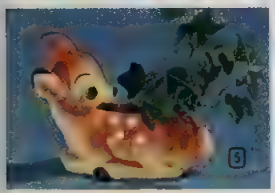
any **3** piece set **1.97**

3-PIECE SETS—to delight every child on your gift list! Three favorites from the land of make-believe . . . portrayed in exciting action and true-to-life colors. Specially made of Melamine to take hard wear and resist breaking. Guaranteed for one year by Spiegel . . . free replacement of any piece chipped or cracked in normal use. And the colors are so lasting they withstand the hottest water of dishwashers. Each set includes 7-inch plate, 5-inch cereal bowl, tumbler (1 lb. 8 oz. each set).

79 J 2094 (1) MICKEY MOUSE Set 1.97
79 J 2098 (2). BATMAN Set 1.97
79 J 2091 (3). CINDERELLA Set 1.97
Save more! . . . Any 2 sets 3.88

PACKAGE OF 4 SETS. One set of each pattern above plus MARY POPPINS (not shown).
Z79 J 2099. Mail (5 lbs.) Save 30¢ Pkg. 7.58





(4) WINNIE THE POOH bookends and characters all-in-one! Perfect for youngsters' rooms . . . storybook favorites brought to life in bright, highly glazed ceramic. Removable plastic caps permit adding weight for even more stability. Felt bottoms protect furniture. Each bookend measures 4x2¼x4½ inches high.
79 J 2056. (1 lb. 8 oz.) . Pair 1.97

(5) BAMBI PLANTER adds a colorful touch to any child's room, on bookcase or dresser. Children will adore this ceramic figure of their favorite storybook character—and learn to take care of plants at the same time! A perfect gift for all ages, boys and girls alike. Bambi measures 5x3x5½ in. long. Plant not incl.
79 J 2059. (1 lb. 5 oz.) 1.47

(6) RAGGEDY ANN COOKIE JAR . . . a charming gift that's sure to make Christmas morning brighter for all the family! Made of colorful, highly glazed ceramic. Raggedy Ann stands 10 inches high, 7½ inches wide and 5 inches deep . . . and she'll cheerfully store up to one full pound of your favorite holiday cookies. A fine value at this outstandingly low price!
Z79 J 2058. Mailable. (6 lbs.) . 3.97

(7) CAKE CAROUSEL. Just light the candles and watch Mickey Mouse and his friends join the birthday party fun! Heat causes Mickey, Bambi, Pluto, Donald Duck and his three nephews to revolve. Bells tinkle to give the occasion a musical air. Multi-colored lithographed metal carousel stands 9 in. high, measures 3⅞ inches in diameter. Six candles included.
79 J 2052. Shpg. wt. 1 lb. . . . 1.39

(8) SETS OF 4 MUGS have action figures on both sides; make parties and meals more fun! Melamine mugs are Spiegel guaranteed for 1 year—free replacement if chipped or cracked in normal use. (1 lb. 10 oz. set).
79 J 2101. 4 MARY POPPINS MUGS. 2.97
79 J 2102. 4 BATMAN MUGS 2.97

(9) TOPO GIGIO BANK. Topo's head merrily bobs up and down at a finger-touch! Ceramic with cloth clothes; money slot in assorted fruit base. Overall 5½x6¾ inches.
Z79 J 2053. Mail. Shpg. wt. 3 lbs. 1.97

(10) ALICE-IN-WONDERLAND NITE LITE glows softly as your tot sleeps. Colorful ceramic scene with hand-painted 3-dimensional figures. Complete with bulb and cord with on/off switch. 6½x5 in. diam. 110-120V. AC.
79 J 2057. Shpg. wt. 2 lbs. 2.97

Budget Power can give your loved ones a Christmas to remember

"BURMEISTER TWINS"

Licensor: Ideasinc Co., 103 Baker St., Box 55, Maplewood, N.J.

BUZ SAWYER

Licensor: King Features Syndicate, 235 E. 45 St., N.Y.C. 10017

BUZZ BUZZARD

Licensor: Walter Lantz Productions, 861 N. Seward st., Los Angeles 38, Calif.

BUZZY, THE FUNNY CROW

Licensor: Harvey Famous Name Comics, Inc., (Mdse. Div.), 1860 Broadway, New York 23, N.Y.

CALIFORNIA WORLD'S FAIR

Licensor: JAC Agency—Desilu Studios, 780 N. Gower St., Los Angeles 38, Calif.

CAPTAIN ACTION

Licensor: Weston Merchandising Corp., 4 East 52 St., NYC 10022

CAPTAIN KANGAROO

Licensor: CBS Films Inc., 51 W 52 St., NYC

CASEY

Licensor: Mattel Inc., 5150 Rosecrans Ave., Hawthorne, Calif. 90252

CASPER, THE FRIENDLY GHOST

Licensor: Harvey Famous Name Comics Inc., (Mdse. Div.), 1860 Broadway, New York 23, N.Y.

CHARLIE CHAN

Licensor: Frank T. Mincolla Associates, 598 Madison Ave., New York, N.Y. 10022

CHARLTON COMIC SUPER-HEROES

Licensor: Weston Merchandising Corp., 4 E. 52 St., NYC 10022

CHEERFUL TEARFUL

Licensor: Mattel Inc., 5150 Rosecrans Ave., Hawthorne, Calif., 90252

CHICAGO BEARS

Licensor: National Football League Properties Inc., 15720 Ventura Blvd., Encino, Calif. 91316

KitchenAid

The "wonderful KitchenAid food machine" is far more than just a food mixer. A wide range of work-saving, time-saving food preparation attachments make a KitchenAid a compact and complete food preparation center. Every KitchenAid is engineered and built to Hobart's demanding specifications for quality, durability and with power-to-spare to handle mixing jobs other mixers wouldn't even attempt.

4413E5000—Standard Electric Food Mixer
4413/3E4765—Three or more

Ideal for the average family—will handle as little as one egg or a bowlful of whipped potatoes. Attractive—finished in durable baked White enamel—easy to clean! Equipped with 4-qt stationary Pyrex bowl, one all purpose beater. KitchenAid motors have reserve power for heavy loads and attachments Mixer has full power on all 10 definite speeds and intermediate speeds. if desired Shipping wt. 22 lbs. Retail **$72.95**

4781E8220—Deluxe Food Mixer
4781/3E7830—Three or more

This mixer becomes a complete kitchen servant with the special attachments listed on this page—operating on the horizontal power shaft with power to perform light or heavy tasks. Self-lubricated motor ½ H P ., ten definite speeds, governor controlled intermediate speeds White enameled base 4½ qt. Stainless steel Mixing Bow. Wire Loop Whip Flat Beater and Stainless steel Dough Hook are furnished Shipping wt. 31 lbs Retail **$121.50**

4826E11250—Family Size Mixer
4826/3E10715—Three or more

Large heavy duty all-purpose food mixer does a matchless job with unsurpassed ease Universal Type Motor capable of developing ½ H P on heavy loads Ten definite speeds sing die castings, baked on White enamel Equipped with one 6 qt Stainless Steel Mixing Bowl, one Wire Loop Whip, one combination Flat Beater Pastry Knife. Uses all attachments listed on this page except 2321E286 Juice Extractor and 425E971 bowl Ship wt 37 lbs. Retail **$164.95**

All KitchenAid Mixers can be obtained for 220-Volt Operation on special order at the same prices as the AC models. Mark order plainly.

The only home mixer with easiest-to-clean single beater

Exclusive 'round the bowl mixing . . .

KitchenAid's exclusive single beater moves completely around the bowl as-it-mixes . . . from the center to the edges . . . for the most thoroughly efficient mixing job possible, whether you're whipping a cup of cream or a full bowl of ingredients. The KitchenAid beats, whips, stirs, blends, folds and mixes, and there's only one beater to wash.

◀ DELUXE MODEL

FAMILY SIZE MODEL ▶

KITCHENAID SPECIAL ATTACHMENTS

SILVER BUFFER

4781E494—Polish silver harmlessly without scrubbing and rubbing Black mane hair brush, same type as used by jewelers Retail $1.50

KNIFE SHARPENER

2319E280 - Gives knives a keen sharp cutting edge Cone on front sharpens scissors. Retail $4.25

FOOD CHOPPER

4786E899—Finest steel cutters chop meats vegetables, nuts and dates Ideal for making spreads and meat loaves Retail $13.50

METAL BOWL

425E971 Gleaming stainless bowl with lightweight beauty For standard mixer only. Four quart size. Retail $12.95

VEGETABLE SLICER

4783E2502—Slices potatoes carrots, cabbage and other foods Adjustable knives Retail $37.95

FRUIT JUICE EXTRACTOR

2321E392—Takes the fuss and bother out of preparing fresh fruit juice Thoroughly extracts and strains juice of seeds and pulp Retail $5.95

VEGETABLE SLICER

4785E1183 Shreds or slices vegetables and fruits Interchangeable cones create a variety of menu delicacies. Retail $17.95

CAN OPENER

2317E494 No spilling — no cut fingers Can is held firmly without help from operator Retail $7.50

FREEZER

Capacity two quarts, freezing time about 15 minutes

4832E1645—For Standard and Deluxe. Retail $24.95

3382E1843 — For Family Size Mixer. Retail $27.95

KitchenAid Is Distinguished by the Completeness of Its Performance

"RAGGEDY ANN© is BIG with me . . . how about you?"

Come see Knickerbocker's whole line of Raggedy Ann & Andy items

- Dolls
- Bend-ems
- Hassocks

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NEW FOR 1967

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Animated Musical Toys

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Fascinating!

Tranquilizing!

LAVA LITES

form mysterious, ever-changing liquid patterns

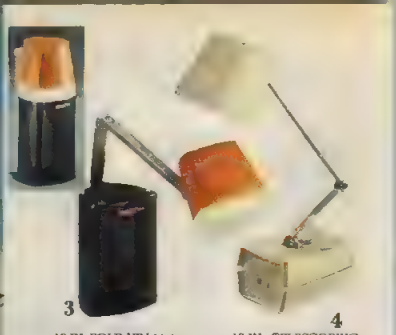
1

2

Lava Lites (TM), new decorator lamps with an exotic touch! Bulb in base activates "lava" forms—flow in unusual shapes. Glass container. Red "lava" in Clear liquid; Green in Blue; or Orange in Yellow

(1) 16 in. high. Gold-fleck Black metal base, top. 6⅝ in. wide Mailable.
Z77 J 3001. State color (7 lbs.)....26.95

(2) 13¾ in. high. Satin finish cup; Walnut finish 5-in. sq. base. Mailable.
Z77 J 3003. State color. (5 lbs.).... 18.95



3

4

3 12-IN. FOLD-UP hi-intensity lamp serves as night light, too—casts soft, translucent glow on low setting. Supplies light equal to 100W on high (bulb incl.). Chromed telescoping arm. Shade with plastic lining. Hi-low-off. Black plastic base. State Mustard or Beige top. (3 lbs.)
77 J 7018 ..... .8.98

4 12-IN. TELESCOPING hi-intensity lamp . . . place on flat surface or mount on wall. Supplies brightness equal to 100W on high, 75W on low (bulb plus spare included). Compact, decorator styled plastic case in Beige or White. State color. Sh. wt. 3 lbs.
77 J 3012.....6.98

5

6

7

8

5 KEG LAMP. Ideal bar accessory—even includes six 2-oz. glasses! Stoneware keg. Oak finished base. Fabric over parchment shade. 22 in. high. Mail.
W77 J 3024. (7 lb.) 10.98

6 STRAWMAN LAMP adds a bright and merry note to the children's room. Features parchment shade, kite design with string. Brass-plated tubing. Plastic base. 16½ in. high
77 J 3028. (3 lb.) .4.98

7 SCHOONER LAMP. Ceramic ship; high luster metal sails. Light shines through portholes and deck. Base with felt bottom. 16½x 17 in. high. Mail.
Z77 J 3021. (6 lb.) .8.98

8 HORSEHEAD LAMP. Features elegantly designed cast metal horsehead. Walnut finished solid wood trim; metal base. Black accents. Ten fabric shade 32 in. high. Mailable.
W77 J 3031. (9 lb.) 14.98

9

10

11

9-11 POLE LAMPS fit ceilings 7 ft. 10 in. to 8 ft. 6 in. high.* All have metal poles; brass-plated trim

(9) TRADITIONAL. 2 ribbed blown glass shades. Walnut-tone/Brass pole. State shade color: Amber, Blue or Green.
W77 J 3037. Has 3-way switch. Mailable. (15 lbs.).... 14.98

(10) EARLY AMERICAN. 3 plastic hobnail shades. Solid wood arms. White/Brass pole. Individual key switches. Mailable. Sh. wt 10 lbs.
W77 J 3022. 14.98

(11) MODERN 3 glass swivel shades. Walnut/Brass pole; wood handles. State Multi-tone or all Amber. Has 3-way switch. Mailable.
W77 J 3008. (15 lb.) 14.98

*For extension, send ceiling height and catalog no. to Spiegel, Dept. 156. Lamps on this page are 110-120V, AC-DC, hi-intensity lamps AC only. Bulbs not incl. unless otherwise stated

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Lego–the great building toy that also builds profits

With great TV commercials!

60-second color TV commercials on leading children's shows in top retail markets.

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Full page ads that talk to parents in leading national magazines.

With great new packaging!

Colorfully designed to sell exciting new Lego Gear Sets, Motor Paks and Gift Sets.

With new "Extra Parts" Display!

Keeps customers coming back for more, sale after sale.

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Denver, Colorado 80217
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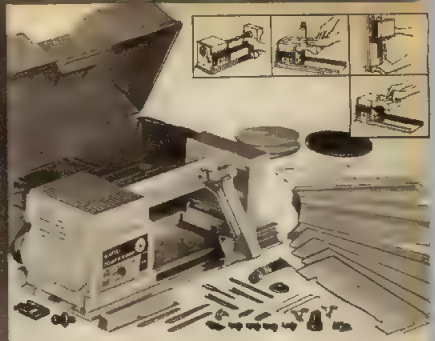
Be sure to see Lego at the American Toy Fair in the Washington Room, New Yorker Hotel, March 6 through March 10



MATTEL POWER SHOP . . . it's 4 tools in 1 . . . over 40 pieces in all! Works as a lathe, jigsaw, drill press and sander. Keeps junior do-it-yourself-ers busy for hours! All metal set runs on household power—use it on real wood to make real things. Special safety features built right in—jigsaw won't cut tiny fingers, automatic off switch prevents motor from burning out.

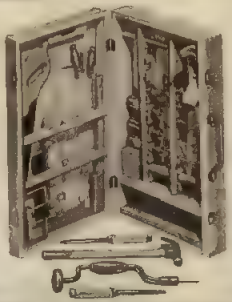
Also includes balsa and pine construction materials, patterns, project book, glue, tool bits, drills, jig-saw blades, sanding discs, instructions. Plastic tool box, 16x16x7 in.
736 J 6766 120V. AC. UL listed Mail (11 lbs.) ...Set 17.77

Bench and tools like Dad's

All for 9.97

Workbench	Triangle	Mallet
Tri-square	Brace 'n bit	Hammer
Sandpaper	Vise	Plane
Coping Saw	Punch	Saw
Pegboard	Pliers	Pencil
Screwdriver	Nails	Manual

You'll be ready to fix or build anything with your own tools and workbench! Sturdy wood bench features built-in vise, drawer and pegboard to store its 18-piece tool set. Even has a handy carpenter's manual. Measures 23½x13x33 inches high overall. Mailable
736 J 6751 Shipping weight 15 lbs Outfit 9.97



25-PIECE TOOL CHEST SET helps little carpenters learn skills! 18-in. long wooden cabinet with metal handle and latches keeps each wood working tool handy in its own compartment.
Outfit includes hand saw, miter box and saw, claw hammer, mallet, brace and 3 drill bits, 3 screwdrivers, slip-joint pliers, plane, level, 2 chisels, 2 clamps, folding ruler, 2 awls, T-square and nail box. Mailable.
736 J 6785. (11 lbs.)...Set 8.77

Big TOOL sets

29-piece set 4.97 24-piece set 2.97

29-PIECE TOOL SET in metal chest . . . all you need for the job! You get: hammer, mallet, saws, brace and bit, level, screw driver, pliers, wrench, 2 punches, plane, T-square, triangle, sanding block, sandpaper, ruler, nails, more.
35 J 6753 Shipping weight 6 lbs 10 oz. . Set 4.97

24-Pc. Tool Set. As above, less plane, punch, level, brace, bit.
35 J 6756 Shipping weight 3 lbs. 12 oz. ..... Set 2.97

Lego MODEL makers

All 3 for 5.66

NEW LEGO MODEL MAKER SETS by Samsonite . . . fun for all the family! Everything you need to make exciting models you'll want to show off. Incl. 49-pc. Farm Tractor Model Maker; 124-pc. Truck Model Maker; and 123-pc. Two Engine Airplane Model Maker. Three complete sets 296 sturdy plastic bricks at one low price. Add to the fun by creating and designing your own models—easy instructions
35 J 6786 Shipping weight 2 lbs. 2 oz. All 3 for 5.66

Budget Power can give your loved ones a Christmas to remember

New this Christmas

VILLAGE PLAYCASE by Ideal opens into a real town! Gives you lots of room to drive the 10 HO scale cars. Maneuver them into the garage where 4 mechanics are on duty to service them, or cruise all around town to the shopping center.
Folds into decorated 10x13½x4¼ in. vinyl carry case with handle. Open, it's big 27x21x4-in. play area. Plastic cars and mechanics store in hidden compartment.
35 J 5714. (1 lb. 8 oz.)...Set 3.98

Race 6 cars on the Mini-sport superway Set *5.94*

It's a terrific traffic-jammed super highway or it's a thrilling road-racing set . . . more action, twice the fun! Operate all six cars on one super highway track . . . or split them up and race them against each other on both super tracks!
You control plastic cars as they zoom up and down hills on the exciting figure "8" track. Slow 'em down for the dangerous curves and speed 'em up for the straightaway . . . even back 'em up by remote control!
Complete village with track is lightweight and portable . . . comes all set up and ready to go! Overall, 18½x9½x2 in. Uses 4 "D" batteries (not incl.—see facing page).
35 J 5701. (2 lbs. 4 oz.).....Set 5.94

17-PIECE HIGHWAY FLEET gives you truckloads of fun. Roam the roads with your realistic fire engine, gas tanker, dump truck, cement mixer and stake truck (each approximately 3¼ in. long)
Hitch on your 5 detachable trailers approx. 4 in. long and 4 hauler cabs, approx. 2¼ in. long. Sturdy plastic with metal bases and axles, dual tandem rear wheels.
35 J 5700. (2 lbs. 6 oz.) .Set 2.97

OVAL ROAD-RACING SET. They're off! The excitement mounts as the two plastic gear-driven cars roar around the track . . . and you're in the driver's seat! Use all your skill and ability to guide your car with the battery-operated hand-grip rheostat controls . . . be sure to watch out for the dangerous cross-over section.
Easy-to-assemble straight and curved track with cross-over sections, guard rails, and plug-in wiring. Uses 6 "D" batteries (not included—see facing page).
35 J 5703. Size 34x21½-inch table top layout. Shipping weight 2 lbs. 4 oz.....Set 3.98

BUDDY L AUTO CARRIER of rugged steel ready for cross-country haula. Glassed-in cab and detachable trailer transport two 7-inch scale model plastic cars. Top and bottom ramps unload automatically with a flick of the lever. 13 in. long.
35 J 5786. Sh. wt. 3 lbs. 6 oz... Set 3.98

RACING TEAM SET. Load the sleek sports car and souped-up hot-rod into the special van carrier and head for the track! Spring drop ramp makes unloading easy. Friction powered plastic vehicles; authentically designed. 13-in. van, 5-in. sportsters.
35 J 5709. Shpg. wt. 2 lbs..... Set 2.97

See Page 277 for low Budget Power monthly terms—No Money Down

Add carefree color to your family meals with gracefully shaped and beautifully patterned Melamine dinnerware. Famous for its durable delights, each set comes with a two year written guarantee against breakage and three year guarantee against permanent cup staining, is perfectly dishwasher safe, fadeproof and safe in children's hands

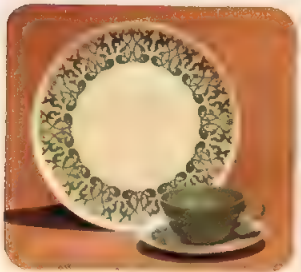
SET CONTENTS

45-Piece Service for 8 includes: 8 each Dinner Plates, Saucers, Salad Plates, Soup/Cereal Bowls; 1 each Platter, Vegetable Bowl, Creamer, Sugar Bowl and Lid.

A. GRECIAN GOLD—A simple border design reminiscent of ancient Greek symbolism on translucent ivory (note vase in back of plate). Decorated dinners, saucers, salads and platter. Accessory pieces in Ivory.
9619H3330—Ship wt. 15½ lbs. **Retail $49.95**

LENOX WARE **MELAMINE DINNERWARE**

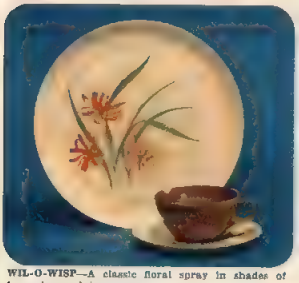
EXCITINGLY NEW...VIRTUALLY UNBREAKABLE



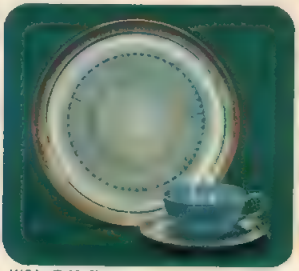
MADRID—Interlaced border design of olive and forest green on white background. Decorated dinners, saucers, salads and platter. Accessory pieces in Light Olive.
5140H1997—Ship wt. 14 lbs. **Retail $29.95**

HOMESPUN—A warm floral in shades of brown, orange, yellow and olive on a background of linenlike texture. Decorated dinners, saucers, salads and platter. Accessories in Swiss Brown.
9820H1997—Ship wt. 14 lbs. **Retail $29.95**

ALEXANDRA—Cool greens combined with warm brown and mauve are highlighted with gold accents and set against a translucent ivory body. Decorated dinners, saucers, salads and platter. Accessory pieces in Ivory.
5141H3330—Ship wt. 16½ lbs. **Retail $49.95**

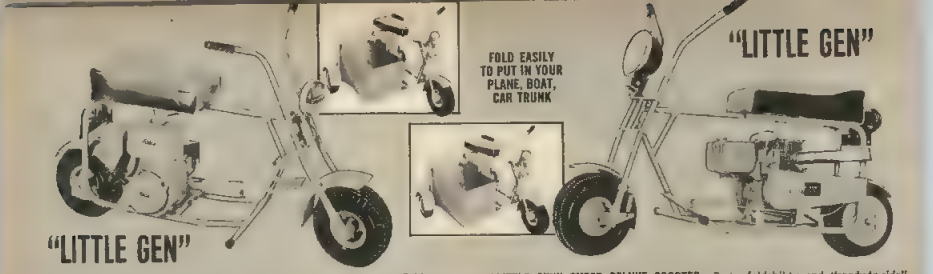


WIL-O-WISP—A classic floral spray in shades of tangerine and taupe accented with olive leaves on swiss brown background. Decorated dinners, salads, saucers and platter. Complimentary pieces in Swiss Brown.
5142H2663—Ship. wt. 15½ lbs. **Retail $39.95**



INCA—Bold dimensional designs of turquoise blues accented with gold. Decorated dinners, salads, saucers and platter. Complimentary pieces in Turquoise.
5143H2663—Ship wt. 15½ lbs. **Retail $39.95**

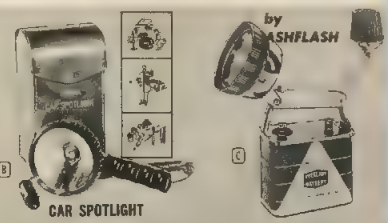
HEIDI—A charming circle of motifs in tangerine, taupe and olive with an olive circle set on an Ivory background. Decorated dinners, salads, saucers and platter. Accessories in light Olive.
5144H2663—Ship wt. 15½ lbs. **Retail $39.95**



"LITTLE GEN" ALL PURPOSE SCOOTER. For on and off the road use. Folds easily, comes ready to ride—put pin in front fork and away you go! Four-cycle, 3½ hp. Clinton engine. Battery-powered head, tail light Centrifugal clutch, adjustable band type brake Tubular steel frame. Almost 100 mpg, and goes 30 mph! 36" wheelbase. 50x33" high. Red and Black. Model 4.
D22631H11213 Shpg. wt. 79 lbs. FOB Indiana. $149.50
As Above with 10x3½x26" Sidecar. Model 14.
D22632H14888 Shpg. wt. 98 lbs. FOB Indiana.....$198.50

"LITTLE GEN" SUPER DELUXE SCOOTER. Same foldability and "ready-to ride" features as scooter at left. Engine has lighting coil for head and tail lights. Spring suspension on front fork gives smoother ride. Sharp-looking chrome exhaust. 6" wheels w/Timken bearings 50x33". Red and Black. 36" wheelbase. Centrifugal clutch, band-type brake, etc. Model 144.
D22633H14212 Shpg. wt. 82 lbs. FOB Indiana..... $189.50
As above with Sidecar. Model 144W/SC.
D22634H17887 Shpg. wt. 102 lbs. FOB Indiana. . . $238.50

BRADLEY MAGNETIC BASE AUTO ALARM CLOCK. For all dashboards—cars, trucks, boats too! Powerful magnetic base holds tight to surfaces . . . won't jar loose! And, an extra self adhesive metal plate is included to attach clock instantly to non-metallic surfaces, including padded dashboards Highly decorative—use it in car and home too. Black high impact case ustrous chrome trim. Full luminous dial, plus Beltone alarm 3x3½". Model 15-5001
56011R420 ..... $6.95



(A) FEDTRO 4-LITE EMERGENCY SAFETY FLASHER. New emergency signal flasher instantly converts your four front and rear auto lights into signalling safety flashers. Flip switch and immediately you surround your car with a flashing safety zone! For 6 or 12 V. use.
535050295 Shpg. wt. 1 lb.....$5.95

(B) LONG BEAM CAR SPOTLIGHT WITH CASE. Portable—eliminates need for drilling through metal! Gives powerful beam for signaling trouble, fixing a flat, or finding a house number. 12' cord plugs into car's cigarette lighter outlet. Attractive luggage-type case.
22656H495 Shpg. wt. 1 lb. $6.95

(C) POWERHEAD TROUBLE LANTERN. Extra long, extra wide power beam from huge 4¾" diameter head. Plus six-position warning-blinker arm that telescopes into the contour-molded handle Arm adjusts along a 180-degree vert.cal arc. Separate switches. With Eveready battery
25483J475 Chrome Shpg. wt. 6 lbs.....$6.95

OSROW NEW "BLAST-OFF" WINDSHIELD DE-ICER The jet age de-icer! Clears away ice and snow in seconds Plugs into cigarette lighter outlet. Keeps frost and fog off while you drive Thermo-point blower defrosts faster, uses less battery power. No scraping or chipping—Blast-Off does all the work. Infra-red short wave heat works immediately to melt ice and frost Wonderful gift idea.
22578K345 Shpg wt 1½ lbs.....$5.25

AUTO COMPASS. Accurate and dependable! New! 1⅝" floating ball type Black dial with silver and luminous letters housed in a liquid-filled transparent dome Features built-in compensator chromed metal case and mount-ng arm. A beautifully designed compass that makes a handsome and very useful auto accessory. It's a great gift idea!
78571W305 Shpg. wt. ½-lb.....$4.50

SLEEPY-HEAD ADJUSTABLE HEADREST. Here's a great item for those long business or vacation trips—makes short "jaunts" easier also! Use it at home too. The metal ends of the spring steel frame fasten easily over chair or car seat. Adjusts to all comfortable positions at any height or angle. Contoured foam-filled cushion has convenient zip-off washable vinyl and cloth cover Buy two for your front car seats
25554H199 Shpg. wt. 1¾ lbs. $3.95

Quality Microscopes

LUMISCOPE RESEARCH BINOCULAR MICROSCOPE

- Built-in Base 4-Way Illuminator (and Regular Mirror)
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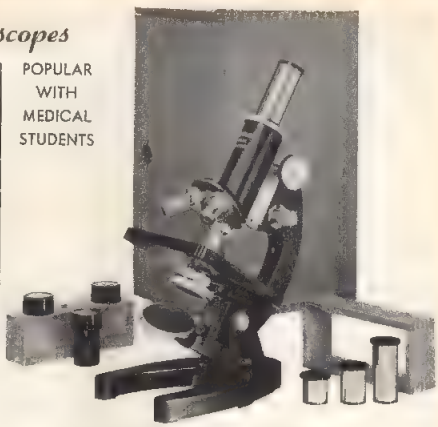
- Abbe Condensor N.A. 125
- 360 degree Binocular Rotation
- Ball Bearing Revolving Nosepiece

- 4 Achromatic Objectives
- 4 Paired Oculars
- Mechanical Stage
- Iris Diaphragm
- Oil Immersion Lens
- Filter Holder with Blue Filter
- Deluxe Hardwood Case
- Large Heavy Stand

3719V37623 A [illegible] research binocular microscope of precision [illegible] 16 power from 20X to 2000X. Turret has 4 4X 10X 40X and 100X [illegible] Lens are [illegible] Paired oculars [illegible] 10X [illegible] 1X and 20X [illegible] fine adjustment. Convenient built in base 4 way illuminator. Abbe condenser NA 1.25 illuminates full field of all objectives with iris diaphragm and filter holder with blue filter. [illegible] mechanical stage. Inclined binocular head rotates a full 360 degrees [illegible] Large heavy stand for [illegible] Deluxe hardwood case with lock and key and plate for [illegible]
3719 3V58120 [illegible] Retail $962.00



POPULAR WITH MEDICAL STUDENTS

PROFESSIONAL TYPE MICROSCOPE—900X

- Large 115MM X 100MM Stage
- Triple Objective Turret
- Precision Optics
- Fine Focusing

2917V6050 A superior quality microscope specially designed [illegible] professional results and performance. Precision optics and fine craftsmanship have [illegible] to afford exacting microscopic work. Features 2 Huygens eyepieces [illegible] which provide 6 distinct powers of 50X to 900X. The 3 10X [illegible] pointer and 5X [illegible] Retail $101.50
2918V1770 Mechanical Stage [illegible] $29.50
2920V2520 100X Oil Immersion Lens 42.00

DELUXE MICROSCOPE OUTFIT 1200 POWER MAGNIFICATION

- Separate Fine Focusing
- 90 degree Body Incline
- 4 Turret Lenses
- 16 Separate Powers

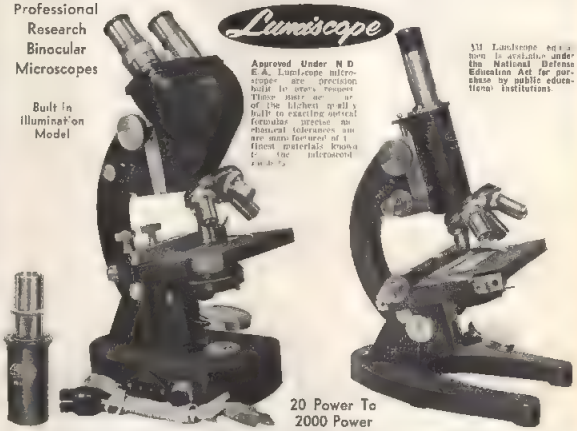
2600V4437 A truly powerful instrument for advanced study and research. Four scular (5X 10X 15X and 20X and four objectives (10X 20X 30X and 60X) boxes about 16 distinct powers from 50X to 1200X. Brilliant sharp images always at full powers. Body [illegible] Rack and pinion [illegible] condenser, diaphragm [illegible] Paired [illegible] Retail $73.95

Tensor High Intensity Microscope Light

9311EE597—Will provide a steady source of [illegible] for the above microscope. Highly concentrated [illegible] light, fully adjustable arm with 3 swivels for exa[illegible] adjusting. Reflector swivels 180° Operates on AC house hold current. U.L. approved Retail $9.95

Professional Research Binocular Microscopes

Built In Illumination Model



Lumiscope

Approved Under N D E A. Lumiscope microscopes are precision built to [illegible] respect. These [illegible] of the highest quality built to exacting optical formulas precise mechanical tolerances and are manufactured of finest materials known to the microscopical [illegible]

All Lumiscope [illegible] now is available under the National Defense Education Act for purchase by public educational institutions.

20 Power To 2000 Power

OPTICAL COMBINATIONS

OCULARS	Huygens 5X	Field View Number 18.4	OBJECTIVES	Achromatic 4X	Aperture N A 0.10
	Huygens 10X	" " " 9.0		Achromatic 40X	" " 0.35
	Periplan 15X	" " " 11.3		Achromatic 60X	" " 0.65
	Compensation 20X	" " " 7.7		Oil Immersion 100X	" " 1.25

- Fine Focusing with Lever Type Gearing
- Graduated Mechanical Stage
- Abbe Condenser
- Iris Diaphragm
- 90° Maximum Inclination
- Four Achromatically Corrected Objectives

Lumiscope Professional Research Microscopes have been [illegible] by [illegible] students. The instruments are built for Advanced Biological Pathological and Medical Research. The [illegible] provide [illegible] fine focusing with lever type gearing. 135 mm X 130 mm stage with built in graduated mechanical stage. Substage condenser [illegible] NA 1.4 with iris diaphragm; blue filter and stage clips. Deluxe hardwood cabinet. Made in Japan.

BUILT-IN ILLUMINATION BINOCULAR MODEL

2862V34375—A deluxe binocular model microscope with all the features mentioned above plus sub-stage illumination
2862 3V33000 3 or more. Retail $550.00

MIRROR ILLUMINATION MONOCULAR MODEL

2863V16500—A deluxe monocular model microscope with all the features mentioned above with mirror illumination
2863/3V15840—3 or more Retail $264.00

DAVID WHITE

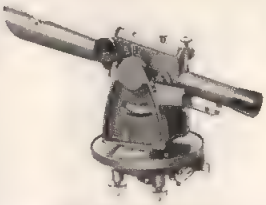
SURVEYING INSTRUMENTS

Superior quality American made instruments. These are of the latest design and employ every feature and refinement to assure precise and accurate measurement. These instruments are built of the finest materials available. Additional information upon request.

BUILDERS 12" DUMPY LEVEL

- 26 Power Telescope
- Rack and Pinion Focusing
- Permanent Lubrication
- Carrying Case
- 1¾° Field of View
- 6' Minimum Focus
- Built-in Sunshade
- Aluminum Tripod

2982V15305 An indispensable instrument for measuring elevation, laying out foundations, laying bricks, draining, contouring, irrigating, and grading. Double [illegible] Lubricated inner and outer races. Telescope 12", 26 power has internal rack and pinion focusing. 6 ft. min. focus. Field of view at 100 ft. is 3½ ft. Built-in sunshade. Rigid [illegible] Positive clamping and large [illegible] tected leveling screws. Readings [illegible] numerals every 10 degrees [illegible] clockwise from 0 degree to 90 degree [illegible] to 5 minutes. Complete with aluminum leg universal tripod, fiberglass carrying case, plumb bob, adjusting pins, trivet points and instructions. **Retail $182.20**



MERIDIAN II LEVEL TRANSIT

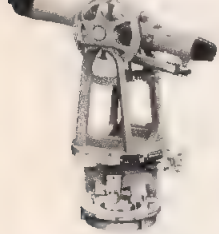
- 18 Power Telescope
- Rack and Pinion Focusing
- Built-in Sunshade
- Carrying Case
- 3½° Field of View
- Built-in Level Vial
- Transparent Vernier
- Heavy Duty Tripod

3561V9387 This transit lays off vertical and horizontal lines. Rack and pinion alloy construction 10¾". 18 power telescope. Rack and pinion focusing. Field of view 3 100 ft. [illegible] Vertical arc graduated both ways from [illegible] Rack vernier [illegible] Rail to level [illegible] Telescope [illegible] against dirt and moisture [illegible] 15 minutes. Levelling plate permanently [illegible] shaped spring [illegible] 30 ft. [illegible] beam [illegible] Heavy duty tripod complete with [illegible] carrying case, plumb bob and instructions. **Retail $119.20**

MERIDIAN II LEVEL

- 18 Power Telescope
- Rack and Pinion Focusing
- Built-in Sunshade
- Carrying Case
- 3½° Field of View
- Built-in Level Vial
- Transparent Vernier
- Extension Tripod

3560V5663 [illegible] 18 [illegible] Focusing. [illegible] Horizontal [illegible] vernier now permits readings [illegible] Rugged lightweight aluminum construction. Level vial is built into the top of the telescope. The telescope has a built-in sunshade. Extension tripod with shifting center screw, shoes and rust proof fastenings. Complete with stock resistant fiberglass carrying case, plumb bob and instructions. **Retail $71.50**



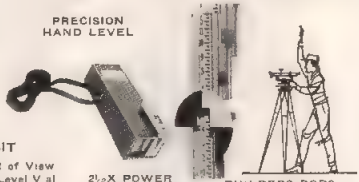
CONTRACTORS TRANSIT

- 26 Power Telescope
- Rack and Pinion Focusing
- Adjustable Eyepiece
- Hardwood Case
- 1¾° Field of View
- Built-in Level Vial
- Built-in Sunshade
- Aluminum Tripod

3559V9076 A most excellent rugged transit that guarantees precise results on the biggest and most exacting highway, bridge, building and construction jobs. Telescope is 12", 26 power, has adjustable eyepiece and [illegible] and pinion focusing. Field of view is 1¾ ft. at [illegible] Vertical and horizontal [illegible] ensure precise reading. Complete with [illegible] leg tripod, [illegible] adjusting pin, trivet points and [illegible] complete instruments. **Retail $358.05**

SELECT THE INSTRUMENT TO FIT YOUR JOB REQUIREMENTS

3560V5663	VERSATILE	For Work up to 200 Feet	For Jobs Requiring Accuracy Within 0 to ¼" at 100 ft.
3561V9387	EASY OPERATION		
2980V20068	FOR MORE	For Work up to 300 Feet	For Jobs Requiring Accuracy Within 0 to ⅜" at 150 ft.
2982V15305	ADVANCED WORK		
3559V9076	PRECISE READINGS	For Work up to 500 Feet and More	For Jobs Requiring Accuracy Within 0 to ⅛" at 250 ft.
	TO ONE MINUTE		



PRECISION HAND LEVEL

2½X POWER SIGHT AND SURFACE HAND LEVEL

3995V1026 [illegible] surface [illegible] precision [illegible] 2½ power [illegible] shaped field of view 22' at 100 [illegible] and [illegible] magnification of the level vial [illegible] visible and [illegible] vial [illegible] Sturdy [illegible] construction. With neck lanyard and instructions. **Retail $13.95**

BUILDERS RODS AND TARGETS

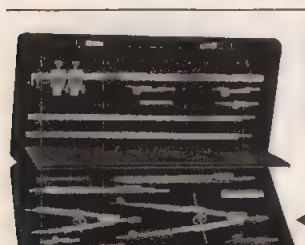
Rods are of select seasoned [illegible] wood [illegible] with metal [illegible] large [illegible] Kahle's [illegible] level [illegible] 2701V1675. Rod [illegible] Target [illegible] feet [illegible] **Retail $21.25**

2702V097 Rod and Target [illegible] feet [illegible] **Retail $13.90**

UNIVERSAL BUILDERS LEVEL TRANSIT

- 26 Power Telescope
- Rack and Pinion Focusing
- Adjustable Eyepiece
- Carrying Case
- 1¾° Field of View
- Built-in Level Vial
- Built-in Sunshade
- Alum num Tripod

2980V20068 A most popular, practical and complete builder's instrument. The Universal has the power and [illegible] practically all construction and light survey work. Use for [illegible] for indication posts, plumbing [illegible] uprights, ascertaining tilting slopes, level [illegible] and aids running boundary lines and [illegible] landscape work. Telescope [illegible] internal rack [illegible] and pinion focusing. Field of view at 100 ft. [illegible] 3½ ft. [illegible] Built-in sunshade. Rigid [illegible] has 2 point a rigment permanently fabricated [illegible] vertical and horizontal alignment and [illegible] ted level screws. Readings: 4" horizontal circle [illegible] 0 degrees [illegible] 45 degrees. Complete with aluminum leg universal tripod, fiberglass carrying case, plumb bob and instructions. **Retail $238.90**



German Scholastic Drawing Set

2037V615 Finest brass nickel plated instruments in velvet lined case. Set contains 5½" compass with pen and pencil parts, 5½" divider, 1½" spring bow divider, 4½" spring bow pencil, 3½" spring bow pen, two 5" ruling pens, extra bundle lead and screw driver. **Retail $10.25**

German DeLuxe Drawing Instrument Set

2984V2145 A superb quality drawing set. Contains 6½" bow compass with pen and pencil parts, 4½" bow compass, 6" hair spring bow, 5½" rack knife, fine pen, drafting pen, nickel beam compass, 3 bars with pen, pencil and lengthener attachments. Complete in double deck velvet lined case. **Retail $35.75**

Lensatic Compass

3178V270—Black Coating dial divided in degrees and minutes with the 4 direction marked in luminous green. Dial for correct dial position and map work. Has a sighting mirror, air line and lensatic finder. Compass with case. **Retail $4.80**

25 MILE PEDOMETER

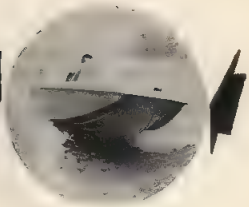
3562V465 Measures distance walked. Registers from 0 to 25 miles. Fa[illegible] from 1 to 25 miles [illegible] Made in Germany. **Retail $7.75**

Tally Register

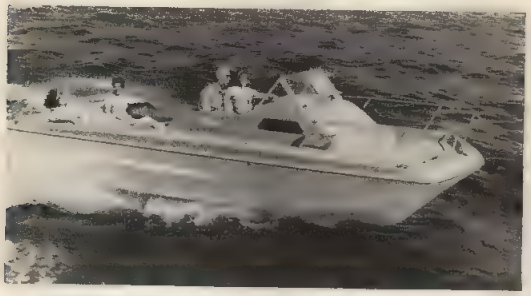
3179V240—4 digit [illegible] register. Numerals are white and red for easy reading. Knurled knob for clearing. Curved wire finger ring. Gleaming chromium plated. **Retail $4.00**

MFG

REVOLUTIONARY New CV Hulls



There's a whole family of new MFG Sport Boats with this sensational new CV Hull... for safety and riding comfort you wouldn't believe!



CAROUSEL CV-21
The total-performance boat!

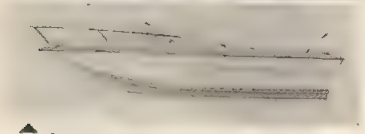
Acclaimed by experts as "the Total Use Boat", this all-purpose beauty makes for total all day family fun. Huge cockpit for room-to-move-about; spacious bunks for relaxation at sea. Fishing seats fore and aft and enclosed storage space for all your seagoing needs . . . a 21-foot I/O that feels, performs and looks like a luxury yacht!

CORVETTE II CV-15
The sassy one for '67.

The hottest fifteen-footer of all; has the upcoming generation shouting its praises for skiing and cruising thrills. It's deep and roomy — and zoomy! Also with 80 h.p. I/O.

CONVAIR CV-18
Setting new boating standards!

Greatest thing yet in a big all-purpose sport boat — with maximum work and fun area . . . for fishing, skiing or just plain cruising. A true boatman will love THIS one! Outboard, or I/O.



CHEVRON CV-17
Newest of them all; soon to appear.

WHAT IS THE CATHEDRAL-VEE?

It's MFG's new hull, hydrodynamically designed to fully combine the soft-riding qualities of the V shape with the stabilizing qualities of sponsons.

The resulting performance puts MFG way out in front in comfort . . . in speed . . . in ease of handling . . . in just plain "fun boating". Why don't you see it, try it, buy it? You'll never know how great boating can be until you do!

MFG *best boat built... anywhere*

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MFG BOAT COMPANY
Division of the Molded Fiber Glass Body Co.
UNION CITY, PA.

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IT'S FREE! with "MARBLE KING" MARBLES and does a powerful selling job for you.

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WE'RE MUSICAL

We're raggedy. We have soft, cuddly, cotton-filled cloth bodies, yarn hair and button eyes
We adore being hugged. We're each 15 inches tall, and dressed in our best clothes, all bright and cheery, so you'll be proud of us.

35 J 3097. Musical Raggedy Ann. (1 lb. 4 oz.) . . . 4.97
35 J 3025. Non-musical Raggedy Ann. (1 lb) 2.97

35 J 3098. Musical Raggedy Andy. (1 lb. 4 oz.) . 4.97
35 J 3027. Non-musical Raggedy Andy. (1 lb) . 2.97

I'm Miss No-Name

I don't have a name or a pretty dress or any shoes, but I have lots of love to give . . . and I need a home. My dress is patched burlap. I'm 15 inches of cuddly vinyl. I have rooted saran hair that you can comb to make me neat. Poor little me . . . won't you give me a name and a home?
(2 lbs. 4 oz.)
35 J 3841 . 5.77

I'm that kid

I'm a red-haired, freckle faced boy who talks, too. I'm a rascal, but I'm really very lovable! Twist my ear, I say "let go of my ear;" take my sling shot out of my pocket, I tell you to "put that back or the monster will get you." Pick me up and hug me, I yell "put me down, you're funny looking . . ." and when you sit me down I say "gee, can't I come along?" I'm 21 inches of vinyl with go-to-sleep eyes. I'm wearing a striped turtleneck, levis, sneakers and a crazy baseball hat. I need 1 "D" battery (not incl., sold on pg. 384). Mailable.
R36 J 3842. (8 lbs.) . . 12.77

I'm Mary Poppins

I'm 12 inches tall. My body is jointed vinyl, so I can pose for you. I have rooted hair. I'm fully dressed—even carry my carpetbag and umbrella that opens. My wardrobe includes: a dress, apron, party dress, party bonnet, stockings, shoes, gloves and ruler.
35 J 3000. (1 lb. 14 oz.) . . . . . Set 6.98
35 J 3004. Doll above without wardrobe (1 lb. 2 oz.) . . 3.99

We're Elly and Andy

by Remco. We're mouse twins who live in a three story tree house. It has an elevator we love to ride and a kitchen cabinet with cheese in it. We even have a swing. We sleep in rooms on different floors so we won't wake each other up by snoring.
We're each 3 inches of vinyl. Plastic and metal house is 12½x15 in. high. (5 lbs.)
R36 J 3088. Mailable 8.88

Use Budget Power—shop No Money Down—have a happy Christmas

I'm baby with wardrobe

I'm 13 inches tall and my jointed vinyl body is soft and cuddly. I have long lashes and my big baby eyes close when you put me to bed. You can comb my rooted hair. My 18-pc. wardrobe includes. 2 dresses, 2-pc. playsuit, lounging set, wash cloth, powder puffs, comb, brush, mirror, diaper, bottle, curlers, scissors and a sponge. I'm wearing a pretty polka-dot and lace dress, panties and booties. (1 lb. 8 oz.)
35 J 3007. Set 4.98

I'm Snugglebun

I'm 15 inches tall, by Remco, and I bring a "playall 6." A twist of the wrist turns it into a swing, stroller, high chair, playpen, rocker or car seat. It's sturdy plastic, 12¾ x 12¾ x 16 in. high. I'm pretty special, too . . . I say "Mama" whenever you pick me up. I'm jointed vinyl with combable hair and moving eyes. I wear a dress and jump suit. Mail (7 lbs.)
R36 J 3092. . . . . 9.88

Stroller Highchair Playpen Rocker

I'm Tickles

I LAUGH AND CRY

5.77

I'm a big 20 inches, and all personality. Tickle me and I laugh. Spank me and I cry. When you put me to bed, I close my eyes. I have a jointed vinyl body with rooted pixie-style hair. I wear a pretty organdy dress, lace-trimmed panties, socks and shoes. I need 1 "D" battery (not included; see page 384). Mailable.
R36 J 3619. (5 lbs.) 5.77

SAVE! Tickles and 19-pc. wardrobe sold below.
R36 J 3617. Mailable. (7 lbs.) . . . . . Set 9.49

19-PC. WARDROBE of clothes and accessories for Tickles, Baby Boo and other 20 to 22-inch baby dolls. Includes. 2 dresses, bonnet, play dress, pantaloons, slacks, shirt, jumper, 2-pc. sleep set, panties, diaper, socks, shoes, clothes hangers, charm bracelet, pacifier.
R36 J 4473. Mailable. (2 lbs.) 3.98

See Page 277 for low Budget Power monthly terms—No Money Down

WALL CLOCK

FINE QUALITY ELECTRIC NOVELTY CLOCKS

CAR WALL CLOCK

2472N703—Reproduction of antique automobile with flickering electric headlights. Black with generous, chrome trim. Easy to read dial, self starting accurate electric movement U.L. approved. 10¼" H., 7" W. Ship. wt. 2 lbs. **Retail $11.95**

CHEF KITCHEN CLOCK

2478N703—Charming configuration of a chef working over a stove Realistic flames dance and flicker through stove openings. Chef in white, black stove and 4¼" dial, generous chrome trim U.L. approved electric movement. 11½" H., 7¼" W. Ship wt. 2 lbs **Retail $11.95**

JEFFERSON "500" CLOCK

1817N1297—Jefferson "500" Electric Desk Clock. Stunningly modern, patterned after a ship's compass Heavy chrome plate. Black instrument dial with gold numerals and hands Red second hand 5⅛" high, 4¾" diameter. Ship. wt. 4 lbs. **Retail $19.95**

JEFFERSON GOLDEN HOUR

1292N1622—Jefferson Golden Hour Electric Clock. 24K gold plate Modern clock with air of mystery. No working parts are visible, but clock performs its function efficiently Radium treated hands and numerals enable easy time telling day or night Overall height 8⅞". Ship. wt. 4 lbs. **Retail $24.95**

Mastercrafters

"ACTION LINE"

ACCURATE SELF STARTING ELECTRIC CLOCKS

PERCOLATING ACTION

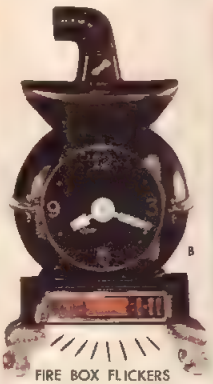
PERKY KITCHEN CLOCK

Real percolating Action! A cheerful timepiece Hangs or stands for kitchen or den 1¼ lbs., 7½" high, 7½" wide Ship. wt 2 lbs.
2075N644—Copper .... **Retail $9.95**
2076N644—Chrome .... **Retail $9.95**

LANTERN FLICKERS

LANTERN CLOCK

2390N644—Realistic flame is simulated in chimney area Black case, bright chrome trim 4" dial. Clock hangs or stands Self starting electric movement. 11" h (excluding handle) 8¼" w Ship wt 3 lbs **Retail $10.95**



FIRE BOX FLICKERS

[B] "Pot Belly" Stove Clock

2074N644—Clever Replica of Old Fashioned Black Pot Belly Stove. Fire box flickers simulating glowing colors. Easy to read 4" dial. Electric clock hangs or stands. 11¾" h x 6¾" w Ship wt. 3 lbs. **Retail $10.95**

[D] Country Church Clock

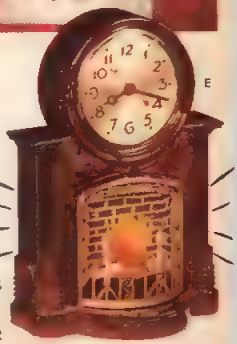
1907N1114—Figure at bottom pulls cord that moves bell at top. Switch controls light on bottom and illuminates stained window. Plastic [illegible] Electric movement. 4" dial 12½" h x 7½" w White or Gold Specify. Ship. wt. 4 lbs. **Retail $18.95**

Cottage Swing Clock

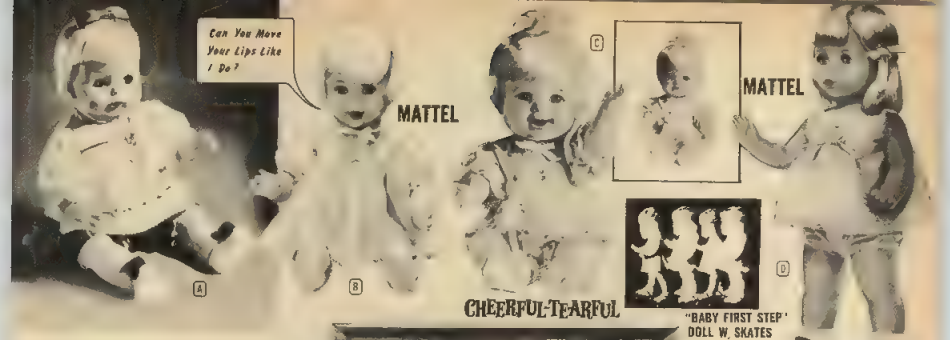
2359N938 Girl swings merrily back and forth on porch of quaint cottage. A real conversation piece. Light glows from the lantern on the cottage. White with Blue roof, Beige foundation. 8½" h. x 9½" l. x 2½" d Wt. 3 lbs. **Retail $15.95**

[E] "Fireplace" Clock

1582N1055 — Realistic flames dance and flicker. Case of beautiful walnut plastic Gold-finish dial, easy to read Electric. 10½" h., 7½" w., 4¾" d. Ship. wt. 4 lbs. **Retail $17.95**



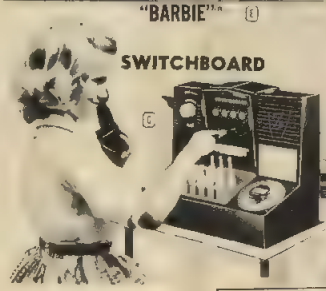
FLAMES DANCE AND FLICKER



"BARBIE"® E

MATTEL-O-PHONE F

SWITCHBOARD



G

PRINCESS PHONE SET H

(A) TOPPER "BABY BOO". Give her the pacifier, turn out the light, cover her with a blanket, or hug her, and she stops crying! Acts just like a real baby. Realistic soft vinyl foam With a White and Red romper outfit, booties, hair bow, pacifier Arms and legs bendable. 21" tall.
62979T1400 Uses 2 "D" cells. 4 lbs.....**$20.00**

(B) MATTEL "BABY TEENIETALK." Talkin' lips! Pull Chatty-Ring and see her lips move as she tells you 11 different things. She's soft and cuddly, 17" tall. Blonde hair, vinyl face. With Yellow nylon dress, taffeta slip, panties. Wt. 3½ lbs.
60694T1120 No batteries needed **$16.00**

(C) MATTEL "CHEERFUL-TEARFUL" DOLL. Her face actually goes from a smile to a pout and back again, with a realistic crying sound! And, she cries with real "tears" and wets! 13" tall. Complete/w Pink robe, booties, 2 diapers, bottle.
60895T980 Shpg. wt. 2½ lbs.....**$14.00**

(D) MATTEL "BABY FIRST STEP"® DOLL W/SKATES. The first doll to walk all by herself now can roller skate! 18" tall with blonde hair, eyes that open, close. in Pink outfit with accessories. Wt. 3½ lbs.
60896T1400 Uses 2 "D" cells (not incl.) **$20.00**

(E) MATTEL BARBIE'S "COLOR 'N CURL." Makes every girl Barbie's hairdresser! 4 beautiful wigs in 4 different colors—each changes to another color and back again. No dyes. Hair dryer works! 3 lbs.
60887T770 Uses 2 "D" cells (not incl.).....**$11.00**

(F) MATTEL-O-PHONE. A private line for kids to talk with "favorite friends." Press a button and hear recorded voices with pauses for child's replies With 5 records. Red styrene. 3 lbs.
60897T698 Uses 2 "D" cells (not incl.) ... **$10.00**

(G) BRUMBERGER ELECTRONIC 2-PHONE SWITCHBOARD. Board is loaded with things to do, including bells, plug-ins, etc.! Phones work perfectly too—detach for walkie-talkie use.
61834T696 Shpg. wt. 3 lbs.....**$9.95**

(H) BRUMBERGER PRINCESS PHONE SET WITH LIGHT-UP DIALS. Battery operated. Complete with 2 dial phones, communication wire, guarantee and installation instructions. Sets are powered by 4 standard "D" flashlight batteries, not incl.
61831T626 Shpg. wt. 2½ lbs. **$8.95**

(I) TOYMASTER "MANSION" DOLL HOUSE. Complete with 3 rooms of furniture! Twin doors open to reveal 3 fully equipped floors. bedroom, living room and kitchen. Solid fiberboard furniture. Red, Green exterior. Fiberboard. 52¾x27½x13".
60713T498 Shpg. wt. 10 lbs.....**$7.50**

(K) TOYMASTER CRAWL-IN PLAYHOUSE. Ideal for children who love to crawl into enclosed areas! Nearly 4' high. with 3 reinforced windows, double doors that swing in and out. Best of all, it folds away flat in a jiffy. Use it indoors or out. Green, Red and Black on White. Made of sturdy corrugated fiberboard. 45x40x30".
60708T344 Shpg. wt. 8½ lbs.....**$4.98**

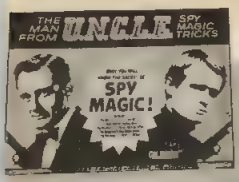
MAILABLE

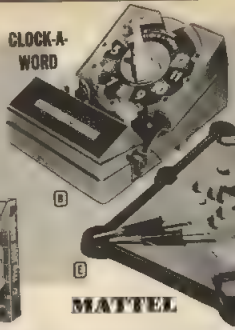
J

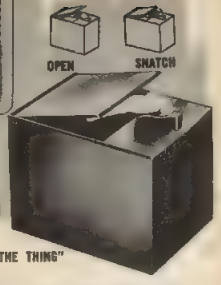
From Toymaster: A Doll House Complete with 3 Rooms of Furniture, and a Crawl-In Playhouse that's nearly 4 Feet Tall!

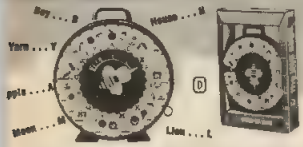
MAILABLE

K









(A) GILBERT MAN FROM UNCLE SPY MAGIC TRICKS. Contains: The Astounding Mind Reader Affair, The Puzzling Spy Tag Affair, The Mysterious Touch Detector Affair, The Baffling T.H.R.U.S.H. Affair. And, these are but a few of the astonishing tricks in this new Gilbert magic set! Model 15330.
61046T297 Shpg. wt. 3 lbs. **$3.98**

(B) TOPPER CLOCK-A-WORD. Match word skill, speed and nerve in a race against the clock! Each time handle is depressed, different combinations of 9 letters appear—the clock starts, you try to make the longest word in the least time. Model 7000.
62083T770 2-4 players. Wt. 5 lbs. **$11.00**

(C) MOSLER JUNIOR SAFE VAULT WITH BURGLAR ALARM. Heavy gauge steel with a sturdy piano-type hinge. Has its own secret 2-number combination lock. W/battery-operated alarm with a secret shut off! Includes a slide-out coin drawer, storage shelf, money bags. Battery not incl. #496.
61836T347 Shpg. wt. 4 lbs. **$4.95**

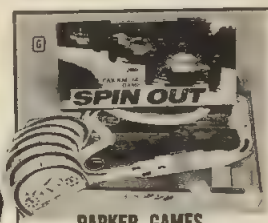
(D) MATTEL "THE BEE SAYS". Fascinating new way to learn the alphabet! Rotate the bee pointer to a picture and letter, then pull the Chatty Ring, the bee speaks the name of the picture and the letter! No battery required. Plastic. Model 4831.
60888T525 Shpg. wt. 2 lbs. **$7.50**

(E) MATTEL SUPER MAGNETEL®. Action-skill game for boys and girls from age 6 up. Magnetic table game has 26½x14⅞" playing board, 2 cue sticks, one triangle, one White cue disc, 10 number discs, 6 magne-discs, 50 scoring chips, 14 bumpers, and 7 wicket tops. Package measures 26⅞x16¾x2⅜". Model 5420.
60859T560 Shpg. wt. 4 lbs. **$8.00**

(F) "THE THING". Mysterious box from TV show—**The Adams Family.** Place a coin in the little holder . . . immediately you hear gears, the box starts shaking, slowly the id rises and a pale green hand reaches out, grabs the coin, and disappears! Model P310.
14451D333 Shpg. wt. 1 lb. **$4.98**

NESTING ANIMAL SOUND BLOCKS

Fully assembled. Squeeze any of the 5 blocks and out comes an animal sound! Each side of the block has a tell-a-story copy of the animal. Plastic coating makes them water-repellent and scuff-resistant. Printed in 4 beautiful, brilliant, happy colors. Sturdy reinforced corrugated fiberboard for extra strength. Blocks are in five graduated sizes, from the largest, which is 8" square, to the smallest, 5½" square. Stacks over 34" tall. MAILABLE. # 309.
60714T280 Wt. 3 lbs. **$3.98**



(G) PARKER BROTHERS SPIN OUT CAR RACING GAME. A realistic game of car racing! Players determine their moves from individual dashboards. Excessive speed on curves causes tire and brake wear, so strategic pit stops recondition the cars! 6 cars and dashboards; tactic and pit cards; dice, board. 2-6 play. #95.
62333T333 Wt. 4 lbs. **$5.00**

PARKER GAMES

(H) PARKER BROTHERS "TOP SHUFFLE BOARD" RING SPINNING GAME. As in regular shuffle board, players try to land their discs in scoring position, and, if possible, strike opponents' discs so that they will be knocked out of scoring position. Equipment consists of score pad, 8 rings, top, board. 2-4 play. #62.
62332T297 Wt. 2 lbs. **$4.00**

(I) GO FOR BROKE. New game! Losers strike back, and players find that spending a million dollars is harder than they think. Contains an attractive playing board 18½" square, 54 spend cards, 54 receive cards, dice, pawns, markers, millions of "dollars", 1 dice cup, 4 unique spinners. Packed in an eye-catching box. 2-5 play. #58.
61995T297 Wt. 2½ lbs. **$4.00**

GO-PLAY

MATTEL GO-PLAY CASE TRAVEL FUN. One play area looks like daddy's dashboard . . . spin steering wheel, make speedometer needle move, honk horn, move gear shift lever . . . ignition key operates motor sound. Push radio buttons in and out, store things inside glove box! Plus rural scene with two small boats, three-piece train 3 cars and gas truck, 3 hitchable trailers for boats! And airport play area has runways, observation tower, highways, houses, trees, planes, helicopter, and a rocket too! A wonderful feature-packed case-o-fun that children can bring with them on those long visits or vacation trips. Model 4841.
60698T420 Shpg. wt. 2½ lbs. **$6.00**

SELCHOW & RIGHTER
GO FOR BROKE

GLAD 'N SAD

I smile and pout!

Save! Was ~~5.79~~ **4.88**

I'm a changeable cutie by Remco . . . you can make me very happy, or very sad. Put me to bed and I smile, but I make a sad face when you sit me up and move my right leg. I'm 14 inches of jointed vinyl, with hair you can comb.
35 J 3099. (3 lbs. 4 oz.) 4.88

Save even more!

Buy Glad 'N Sad, 21-piece Wardrobe sold below . . . save 47¢.
35 J 3096. (4 lbs. 12 oz.) . . . . . Outfit 8.39

21-PC. WARDROBE fits Glad 'N Sad, Cheerful Tearful and any other 12 to 14-inch dolls. Set includes matching coat and hat, 3 dresses, skirt and blouse, snowsuit and hat, 2 diapers, shoes and socks, 3 clothespins, sponge, bottle, funnel, brush and measuring cup.
35 J 4450. (1 lb 8 oz). . . . Set 3.98

I'M BABY LULLABYE by Horsman. I play Brahm's "Lullabye" when you lay me down. I stretch like a real baby. I drink and wet, too. I'm 12 inches of soft vinyl; you can wash me and comb my rooted hair. I come dressed in lace-trimmed p j's
(1 lb. 4 oz.)
35 J 3006 . . . . . 4.98

I'M CHEERFUL TEARFUL, Mattel's temperamental cutie. I smile sweetly until you pull my arm down . . . then I pout and cry tears. I drink and wet, too! I'm 13 inches of jointed vinyl, with rooted hair. I come wearing kimono, diaper and booties.
(1 lb. 14 oz.)
35 J 2826 . . 8.97

SAVE! Buy Cheerful Tearful and 21-pc. Wardrobe (sold above).
(3 lb. 6 oz.)
35 J 2899 . . Outfit 12.49

Doll, Accessories, Case 12-pc. set 4.98

I'm a lovable little tyke who needs a mommy to take care of me. I drink and wet . . . and I cry dolly tears sometimes. When we stay home I'll wear my p j's, but I love to go visiting, too. Take me with you 'cause I have my own travel case with plastic handle. It's 13x9x4 inches and holds a dress, blanket, diaper, socks, shoes, bottle, comb, brush, mirror and more. I'm soft vinyl and polyethylene.
35 J 3844. (2 lbs.) 12 inches tall. . . . . Set 4.98

See Page 277 for low Budget Power monthly terms—No Money Down

I have a baby bath

I'm a 14-inch baby doll of jointed vinyl and polyethylene with rooted hair. I drink, wet, love to take baths. I'm wrapped in a terry towel and bandana. I also have a diaper, booties, bottle, washcloth, clothespins, soap, comb, bubble bath, plastic duck and sponge. Mail. (5 lbs.)
R36 J 3810. Plastic bath, 16x8½x12 in. high 4.98

I have a carriage

I'm a 12-inch musical cherub. I wiggle like a real baby when you wind my music box. I'm vinyl, with a cuddly cotton-filled cloth body; go-to-sleep eyes, rooted hair. 14x10x16-in. high carriage of corrugated fiberboard. I'm dressed for a walk. Mail (4 lbs.)
R36 J 3054 4.98

Dolly and Doggy both only 7.77

I'm a big girl, 26 inches tall! Take my hand and I'll walk with you. My body is bisque jointed vinyl and polyethylene my pretty rooted hair and long-lashed, moving eyes make me look even more real! I'm ready for a party in my snazzy velveteen dress. I'll bring Pooch, my poodle, too . . . he's 10 in. of plush with a perky pompon nose. Mail. (7 lbs.)
R36 J 3805 Set 7.77

I have a baby-tender

to keep me amused when you can't play with me. When you can, we'll have twice the fun! I'm a 12-inch baby of jointed vinyl and polyethylene . . . have big moving eyes. You can comb my pretty rooted hair. My plastic baby tender is 8x7x10½ inches high. I'm dressed in a perky cotton dress, terrycloth bib and a diaper. Mailable.
R36 J 3815. (4 lbs.) 2.98

Remember Cheerful Tearful? You ought to. Mattel introduced her in 1966, and she turned out to be one of the hottest dolls to come along in years

Now Mattel has come up with an amazing miniature Cheerful Tearful.® She's called *Baby* Cheerful Tearful,® because she's only about a third the size of her big sister And she even comes with her own tiny accessories — her own cradle, and her own feeding table.

But even though *Baby* Cheerful Tearful is small, she's very much the same as her big sister in every other respect.

She looks like Cheerful Tearful.

She changes expressions like Cheerful Tearful.

She laughs like Cheerful Tearful.

She cries real tears like Cheerful Tearful.

And best of all, she's going to *sell* like Cheerful Tearful And then some.

Baby Cheerful Tearful She may be pretty small, but she's bound to grow on you.

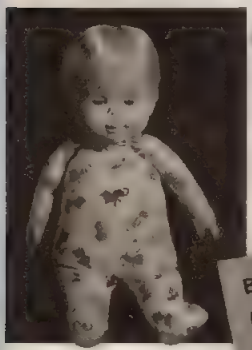
MATTEL, INC. TOYMAKERS

Call your Mattel representative today!

© INC MATTEL INC CHEERFUL TEARFUL is the registered trademark of Mattel Inc for its DOLL

WE LOVE TO TALK

I'M BABY SAY 'N SEE, by Mattel. Just pull my talking ring and I say 10 phrases and move my lips, while my eyes are looking all around. I'm 17 in. of cloth and vinyl, and I wear a frilled dress, panties, booties and a bow.
R36 J 3631. Mailable. (4 lbs.) 12.77
SAVE! Baby Say 'n See plus Food set below.
R36 J 3634. Mailable. (6 lbs.) 14.66



I'M DROWSY, by Mattel, with sleepy painted eyes. I say 11 sleepytime phrases. I'm 15 in. of cotton-filled cloth; vinyl head, hands. Combable hair.
R36 J 3645. Mail. (4 lbs.) . 5.77
SAVE! Drowsy, plus Food set.
R36 J 3647. Mail. (6 lbs.) . . . 7.66

Buy any Doll on page & Save on Food Set

21-PIECE FOOD SET includes plate, bacon & eggs, franks & beans, sundae, fork, spoon, 2 knives, cup, butter dish, 2 toast, juicer, strainer, ½ orange, ½ lime, salt-pepper—all plastic. Empty cough drop, sugar and raisin boxes.
R36 J 3606 Mailable (3 lbs.) 1.99

I'M BABY SECRET, by Mattel. I whisper 11 secrets and move my lips! I'm 18 inches tall with a huggable foam body; vinyl face and hands. You can pose me, too.
R36 J 2845. Mail. (5 lbs.) . . 10.88
SAVE! Baby Secret, Food set.
R36 J 3636. (7 lbs.) 12.77

I'M MRS. BEASLEY, TV's favorite doll, by Mattel. I can say 11 phrases that I'd love to tell you. I'm 22 inches of vinyl and cotton-filled cloth, with rooted hair. I'm wearing granny glasses and an apron.
R36 J 3632. Mailable. (5 lbs.) 9.99
SAVE! Mrs. Beasley and Food set.
R36 J 3635. (7 lbs.) 11.88

I'M BABY CHATTERBOX, by Remco. Just turn my magic bow and listen to my first words. I'm 14 inches of sturdy jointed plastic, with go-to-sleep eyes and rooted hair.
R36 J 3086. Mail. (5 lbs.) . . 6.88
SAVE! Baby Chatterbox, Food set.
R36 J 3637 (7 lbs.) 8.77

I'M BABY TEENIETALK, by Mattel. I move my lips and sound just like a real baby just learning to talk. I say 11 different phrases—just pull my ring and listen. I'm 17 inches of soft, cuddly vinyl with painted blue eyes.
R36 J 2846. Mailable. (5 lbs.) 10.88
SAVE! Baby Teenietalk, Food set.
R36 J 3638. (7 lbs.) 12.77

See Page 277 for low Budget Power monthly terms—No Money Down

Barry Appointed V-P Sales for Hallman Firm

Rod Barry has assumed the post of vice-president-sales for Hallman Products, Pico Rivera, Calif., according to Shelly Flier, president.

Mr. Barry was formerly vice-president-

Rod Barry

sales and marketing for Zummo-Altman, Inc., a division of Revlon. The new vice-president will supervise the field men of both Hallman divisions and he will also serve on the firm's product development committee, which is headed by Herb Jacobs, executive vice-president-marketing.

Halloween House Displayer from Dessart

Dessart Bros., Inc., West Warwick, R. I., currently has available a new retail merchandising display unit called Halloween House.

The displayer includes full face masks

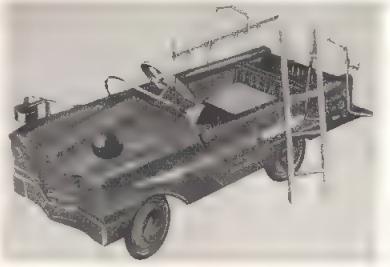
and half masks, disguise kits, wigs, make-up, trick or treat bags, witch and derby hats, and an eyeglass, nose and mustache combination.

The items are prepriced and have a total retail value of $168. The quantity of the items in the displayer are 1-4 dozen of each.

Foreign Cars: Jan. '54

Included in a Highway Pioneers series of plastic kits was the 1953 M. G. Model T. D., a British sports favorite, and a 1907 Renault Limousine.

McCauley Metal's New Fire Truck



A MacCaddy Fire Truck (#205), with a flashing light and a signal bell is being offered by McCauley Metal Products, Inc., Buffalo, N. Y.

The truck is finished in metallic red with a silver grille and white trim. It has two ladders, two hand-holds, a rear step plate, seat pad, gas cap, antenna, windshield, ball bearings and bushed wheels.

The 48" long Mighty Mac fire truck as well as the rest of the McCauley Metal Products line is being handled nationally by Julius Levenson, Inc., 1107 Broadway, New York City.

Hallmark Acquires Springbok Co.

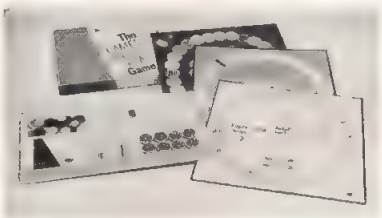
The sale of Springbok Editions, Inc., maker of quality jigsaw puzzles, to Hallmark Cards, Inc., Kansas City, was announced recently by Mrs. Katherine E. Lewin, Springbok president, and Donald J. Hall, president of the card firm.

Springbok Editions was founded in 1963 by Mrs. Lewin and her husband Robert L. Lewin. The company maintains offices at 500 Fifth Avenue, New York City, and manufacturing facilities in Stamford, Conn. It will be operated as a separate and wholly-owned subsidiary of the card firm. No major policy changes are planned, Mr. Hall said.

In the past few years Springbok has been credited with greatly influencing the marketing of puzzles, introducing circular designs and popularizing fine art jigsaw puzzles. The firm has made puzzles of paintings by Jackson Pollock, Joan Miro, Picasso, Dali and Ben Cunningham, among others.

Other jigsaw puzzles include natural history subjects painted by leading naturalist painters. An educational text, written by a museum director or educator, accompanies each of these puzzles. Mrs. Lewin and her husband, who is vice-president, will continue in their executive capacities.

Adult Leisure's Game for Adults



The Games People Play, a new adult game for 2-8 players set to retail for about $10, is now being marketed by the Adult Leisure Products Corporation, Locust Valley, N.Y.

The game includes three separate 16" playing boards, hand-cast markers that are glazed in eight colors, dice, coins and dark brown trading stamps.

This item was devised by members of the San Francisco Transactional Analysis Seminar and comes with a rule pamphlet and a word list.

The game comes in a 18¾"-by-9¾"-by-2" gift box with a shipping weight of 3½ pounds.

The Gary & Riedel Company, 200 Fifth Avenue, is selling the game in the East.

Set a gala table with holiday-bright ironstone sets

58 pc. sets 29.88

You'll be delighted with lovely Cerastone® by Mikasa . . . such a pretty way to perk up mealtime! Hand-decorated ironstone dinnerware is ovenproof, detergent-proof and dishwasher safe! Resists chipping and cracking. 58-PIECE SETS. Complete service for 8 includes 8 each: 10¼-inch dinner plates, salad plates, cups and saucers, soup bowls, fruit dishes; 1 each: salt and pepper shakers, covered butter dish, sugar bowl and lid, creamer, 12-inch platter, 8-inch salad bowl and 9-inch salad bowl.

(1) MOCHA . . . charming provincial pattern
M79 J 4245 58-piece set. Freight or express. (43 lbs.) Set 29.88

(2) PONTE VEDRA . . . flower-fresh, contemporary design.
M79 J 4246 58-piece set. Freight or express. (43 lbs.) Set 29.88

Guaranteed MELAMINE with a big bonus

any 58 piece set 19.88

Vibrant-hued Melamine dinnerware with coordinated crystalite plastic tumblers . . . plus 5-piece hostess set at the price of the dinnerware alone! Melamine is so durable it's guaranteed by Spiegel for two full years not to chip, crack or peel in normal use—or we'll replace the damaged piece free. Add a fashion touch to your table with one of these smart patterns. 58-PC. SETS serve 8. Include 8 each: 10-in. decorated dinner plates, stain-resistant cups, saucers, bread-and-butter plates, soup bowls, 12-oz. tumblers. Platter, vegetable bowl, sugar bowl/lid, creamer. Hostess set includes gravy boat, covered butter dish, salt and pepper shakers.

Z79 J 2767 58-PC. FROLIC (3). Mailable. (14 lbs.) . . . . . Set 19.88
Z79 J 2768 58-PC. GARLAND (4) Mailable. (14 lbs.) . . . . . Set 19.88
Z79 J 2769 58-PC GOLD WREATH (5) Mailable. (14 lbs.) . . . . . Set 19.88

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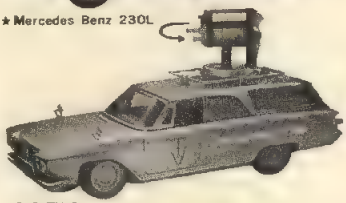
★ Mercedes Benz 230L



★ B/O TV Car

★ B/O Highway Patrol Car

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Standard of Luxury for Centuries—Imported from Japan

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An elegant halo of pure Platinum, on White enhances this contemporary coupe shaped Bone China.
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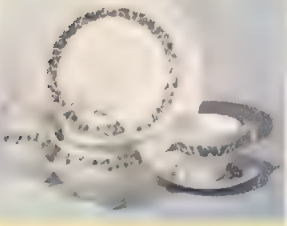
MILLBROOKE

VASSAR & WELLESLEY

BRIARCLIFF & WHEATON

SET COMPOSITION

MILLBROOKE, WELLESLEY, VASSAR, BRIARCLIFF and WHEATON. 53-PC. SERVICE For 8. Ship. wt. approx. 42 lbs. **8 EACH:** dinners, salads, bread/butters, soups, cups, saucers; **1 EACH:** creamer, covered sugar, oval platter, oval vegetable.



ENGLISH IMPORT

Fluted shaped elegance in durable dinnerware from England in **Alpine Mist, Classic White** and **Nordic Blue.** Available in 47 Pc. and 67 Pc. sets only.

SET COMPOSITION
ALPINE MIST, CLASSIC WHITE and NORDIC BLUE

47-PC. SERVICE For 8. Ship. wt. approx. 36 lbs. **8 EACH:** dinners, soups, salads, cups, saucers, **1 EACH:** platter, vegetable, covered sugar, creamer, coffee pot w/cover

67-PC. SERVICE For 12. Ship. wt. approx. 49 lbs **12 EACH:** dinners, soups, salads, cups, saucers; **1 EACH:** platter, vegetable, covered sugar, creamer, coffee pot w/cover

ALPINE MIST

Beautiful floral spray of Blue Daisies with Green and light Brown leaves on verge of Traditional fluted shape. Pure White body edged in Blue to match daisies.

Sugg. Retail
6188XF2767—47-Pc. Set.. ....$39.95
6189XF3433—67-Pc. Set..... 49.95

CLASSIC WHITE

Hardy, highly glazed Ironstone dinnerware—fluted in shape, Snowy White in color—will set your table beautifully for years to come.

Sugg. Retail
6190XF2047—47-Pc. Set..... $29.95
6191XF2500—67-Pc. Set 36.95

NORDIC BLUE

Crewel-like motif of stems and leaves, onion-bulbs in deep blue on frost white The same hand-etched, hand-dipped colors under glaze.

Sugg. Retail
6192XF2500—47-Pc. Set..... .$36.95
6193XF3300—67-Pc. Set.. .... 48.95

WENTWORTH

Imperial

GENUINE CHINA

"IMPERIAL WENTWORTH" Fine Porcelain China Patterns. "Elite"—exquisite quality china in Westminster and Contessa patterns Provide a table setting of extreme graciousness, radiate the charm of pleasant hospitality Superlatively beautiful with outstanding, lovely matching accessory pieces **Covered Creamer in sets can be used as an individual Tea Pot.** Superb quality—the product of expert Japanese craftsmanship. **Shipped by freight or express from nearest warehouse—New Jersey or California. Allow 2 to 4 weeks for delivery.**

SET COMPOSITION for WESTMINSTER and CONTESSA. 58 Pc. Service for 8. (Approx. Ship. Wt. 45 lbs.) **8 EACH:** dinner plates, salad plates, soups, fruits; **10 EACH:** cups, saucers; **1 EACH:** covered sugar, covered creamer (can be used as individual tea pot), gravy (fast stand), salad bowl.

99 Pc. Service for 12. (Approx. Ship Wt 75 lbs.) **12 EACH:** dinner plates, salad plates, soups, bread/butter plates, fruits, **16 EACH:** cups; **14 EACH:** saucers; **1 EACH:** 16" platter, 12" platter, covered sugar, covered creamer (can be used as individual tea pot), gravy (fast stand), salad bowl, oval baker.

ALLOW AMPLE TIME
FOR HOLIDAY SHIPMENTS

Westminster

Elegant styling . . . precious bands of Gold encircling this truly fine Snow-White china. A delicate floral embossed rim print adds the final crowning touch. **Sugg. Retail**

6171XF5330—58-Pc. Service for 8 $79.95
6172XF9330—99-Pc. Service for 12.
. . . . . $139.95

Contessa

Contessa—a truly regal and distinctive pattern. Golden shafts of wheat encircling a Ruby Red band. An appealing and inviting pattern for royal-like dining pleasure. **Sugg. Retail**

6173XF5330—58-Pc. Service for 8 . . . $79.95
6174XF9330—99-Pc. Service for 12. $139.95

WENTWORTH Genuine China

WENTWORTH GENUINE CHINA in either the Royalty, Fairlawn or Silver Wheat patterns are prized possessions for every home Finest clays fired at a high temperature until vitrified translucent, lustrously white yet amazingly strong; craze-proof. Made by Japanese craftsmen in the classic tradition of beauty—the finest at its price **Shipped by freight or express from nearest warehouse—New Jersey or California. Allow 2 to 4 weeks for delivery.**

Royalty

Two platinum bands make a marriage of beauty with the new fluted swirl. Romantic, modern china — turns every meal into an elegant event

5982XF3569 57-Pc. Serviee for 8. . . . . Sugg. Retail $59.95
5983XF5824—99-Pc. Service for 12. . . . . Sugg. Retail $99.95

SET COMPOSITION

57 PC. SERVICE FOR 8. (Approx. Ship. Wt. 45 lbs.) **8 EACH:** dinner plates, bread/butter plates, soups, fruits, cups, saucers; **1 EACH:** creamer, covered sugar, chop plate, vegetable server. **PLUS 4 extra cups.**

Silver Wheat

An invitation to gracious dining, supreme beauty Sprays of wheat, shaded in silvery grey, subtle gleamings of platinum bands—all traditional themes that enrich fine china New distinction modern coupe shaping

5516XF3569—57-Pc Service for 8. . . . . Sugg Retail $58 95
5515XF5824—99-Pc Service for 12 . . . . . Sugg Retail $99 95

Fairlawn

A delicate bridal wreath on formal rim shape. An utterly romantic gesture for the most beautiful china of your life Platinum edges reflect the silvery blue and gray blossoms—A pattern worthy of such fine quality translucent china.

5951XF2926—57-Pc. Service for 8 Sugg. Retail $47.50
5952XF5040 99-Pc. Service for 12 Sugg. Retail $79.95

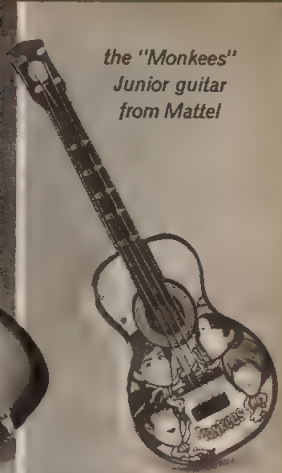
SET COMPOSITION

99 PC. SERVICE FOR 12. (Approx Ship. Wt. 75 lbs.) **12 EACH:** dinner plates, salad plates, bread/butter plates, soups, fruits, cups, saucers; **1 EACH:** creamer, covered sugar platter, chop plate, 2-pc gravy, two vegetable servers. **PLUS 6 extra cups**

cool Cut-a-way Steel guitar needs no amp

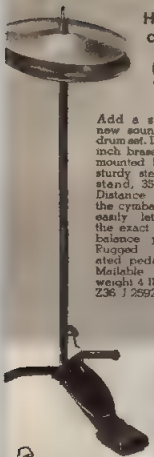
Get a twangy steel guitar sound! The narrow neck lets fingers play chords easily. Six steel strings; metal gear-action for precision tuning. 26-in. long steel body in wood grain finish with metal strike plate. Includes shoulder strap, pick and instruction book.
Z36 J 2782. Mailable. (4 lbs.) .. 6.88

Big 33½-in. long guitar has rich, mellow tone. Features precision gear action tuning. 3 metal wound, 3 nylon strings. Plastic body in shaded walnut with sunburst top. Includes shoulder strap, pick, music and instruction book, color-coded tuning record
Z36 J 2594 Mailable (8 lbs.) 8.88



the "Monkees" Junior guitar from Mattel

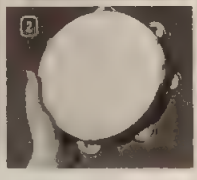
Play along with TV's famous foursome! Ideal for the beginner . . . it's easy to play, easy to tune. Looks and sounds more costly than its price! 4 nylon strings, friction peg tuning. Plastic body features "Monkees" faces. 20-in. long. Pick, instruction book incl.
35 J 2593 Shpg. wt. 2 lbs. . . 2.88



High hat cymbals

9.77

Add a swinging new sound to any drum set. Double, 10 inch brass cymbals mounted firmly on sturdy steel plated stand, 35-in. high. Distance between the cymbals adjusts easily lets you get the exact tone and balance you like! Rugged foot-operated pedal
Mailable Shipping weight 4 lbs.
Z36 J 2592.. 9.77



1 "PEANUTS DRUM" . . . march along with Charlie Brown and his pals. Colorful 11 in. metal drum has plastic coated head; two 10 in. drumsticks.
35 J 2591 (3 lbs.) . . 1.97

2 TAMBOURINE . . . great for folk and rock music! 7 in. diameter plastic shell with permanently tuned polyester skin and 6 sets of jingles. Sh. wt. 1 lb.
35 J 2590 . . . . . 2.47

3 BONGO-MARACAS Set. Beat out calypso and Latin rhythms. Hand-made wooden drums even have genuine goat-skin heads. Sides are contoured for easier knee-grip. Two-tone lacquered wood finish. 5-in. and 5½ in. diameter drum heads. Comes with pair of gaily-colored authentic Mexican maracas and instr. (1 lb. 12 oz.)
35 J 2740 . . . . . 4.29

4 DELUXE SNARE SET. Resonant 14x6½ inch plastic drum with adjustable steel plated tripod. Tom-tom; 10-in cymbal with extension rod; wooden block; bell; stand; 2 drumsticks; wire brushes, instr. Weather-proof, tuneable mylar drum heads. "Gold" finish trim on Red. Mail. (10 lbs.)
Z36 J 2589 19.98

SNARE DRUM only with tripod, sticks, instr. Mail.
Z36 J 2588. (8 lbs.) . . . 11.99

See Page 277 for low Budget Power monthly terms—No Money Down

weather in the Southwest

month. MODEL KITS OF CARS, AIRPLANES, SCIENTIFIC numbers and PAINT-BY-NUMBER sets starred, though interest was more across the board rather than in items. RADIO CONTROLLED PLANES were beginning to sell.

FEW RACE SETS WERE SELLING except at hobby specialty stores, where REVELL'S 1/32 and AURORA'S HO gauge both did well. ELDON accessories were good.

In paint-by-number sets, INTEREST IN VELVETS continued strong. Arrival of new numbers gave the category a boost.

Trains also were dead except in hobby shops, where the BRASS LOCOMOTIVES sold best.

In crafts, dealers found interest in the new SWISS STRAWS, while RESIN GRAPES and MARBLE ART continued to sell. The usual KNITTING SETS and CRUSHED ROCK PICTURES were good. One hobby

OUR TOLERANCE FOR INFLATION IS SHORT PERIOD OF GESTATION

AN EXCLUSIVE BY
CARTER

TRU 1-5 SCALE
ROCKFORD, ILLINOIS

NO. 900 HOMELITE CHAIN SAW BY TRU-SCALE

STOP THROWING YOUR MONEY AWAY!

If you are one of the few manufacturers who are not using **RAMIN DOWELS** you are throwing your money away. Savings of up to 25% are being made by your competitors. Ramin Dowels are straight grained, knot free, won't warp are are easy to machine. Write for details to:

Write for details to:

LENAL WOOD PRODUCTS LTD.
97-77 QUEENS BOULEVARD FOREST HILLS, N. Y. 11374
Telephone: (Area code 212) 275-8800

THE MONKEES IS HERE!

THE MONKEES IN PERSON
COW PALACE AUDITORIUM

NOW IT CAN BE TOLD.
Sells over the counter for only $1.00 . . . and your customer can send to us for personalized imprinting.

ANY NAME CAN BE IMPRINTED HERE!
Send for FREE sample now and jump on the Monkees' band wagon.

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Cossman & Levine, Inc.
1238 No. Highland Ave
Hollywood, Cal. 90038

Yes . . . Rush sample of Monkee poster at no charge or obligation.

Name_____

Address_____

City_____

State_____ Zip_____

Cossman & Levine, Inc.
"Makers of the Ant Farm"
1238 No. Highland Ave., Hollywood, Calif. 90038

1 P-40 WARHAWK by Cox . . all ready to simulate maneuvers and landings of the famed World War II model. Realist c-looking camouflaged plastic body has canopy, twin exhaust stacks, cockpit with machine gun, radar antenna .049 gas engine 26 in wingspan, about .5 in long Control handle and lines included Complete accessory kit sold below
Z36 J 5594M Mailable. Shpg wt. 5 lbs 7.99

2 L-4 GRASSHOPPER by Cox . . vital reconnaissance plane stands ready to do stunts Authentically styled plastic body has landing gear skids, .049 gas engine spring starter propeller spinner Wingspan abt 17 in , abt 12½ in long Control handle, lines included Accessory kit sold below.
Z36 J 5887M Mailable Shpg wt 4 lbs . . 5.99

ACCESSORY KIT by Cox has everything you need to fly gasoline powered planes!
Includes: ½ pint fuel, filter with stainless steel strainer, 1½V ignition battery, filler hose, glo-clip with wires attached, line clips and wrench
Mailable. Sh. wt. 3 lbs.
Z36 J 5597M..... Kit 2.49

3-4 DRAG RACER AUTO SETS. Sleek 1/20 scale cars look and run like real ones on Cox .049 engines! Assembled steel chassis. Partially-assembled sturdy plastic bodies; rubber tires. Abt. 9 in. long. Mail.
Z36 J 5863M. (3) Chaparral. (2 lbs.)..... Set 8.44
Z36 J 5868M. (4) Ford GT. (2 lbs.) ..... Set 8.44
Z36 J 5870M. Save $1.11 on Both. (3 lbs.)... Both 15.77

ACCESSORY KIT. Incl. fuel, battery, clip, hose, etc.
Z36 J 5867M. Mailable. Shipping weight 2 lbs. . Kit 2.66

New this Christmas

Build a sleek, new MUSTANG GT

Doors, hood, even trunk open and close

Windows, steering system really work Kit *6.77*

The sportiest car on the strip and you build it yourself! Renwal's 1/12 scale Mustang GT Fastback has doors, trunk, hood, even steering that really work! Crank-operated windows; fully detailed engine, suspension. Front, rear seats fold. Finished size 15½ in. long.
Z36 J 5569. Plastic. Easy to assemble. Mailable. (7 lbs.).....Kit 6.77

Speedy Jaguar-xke Sports Coupe model

Monogram's ⅛ scale model. Doors open, close; windows crank, wheels steer. Hood opens to show 265 hp engine. 267 parts; easy assembly.
Z36 J 5579. Nearly 22 in. long. Plastic. Mailable. (5 lbs.)... . Kit 7.88

Sporty 1966 Corvette Sting Ray model

America's favorite sportster in ⅛ scale model by Monogram. Headlights retract, hood opens, wheels steer. Precision fuel-injected engine; rubber-like tires Easy-to-assemble 1-piece body, window insert. 190 parts.
Z36 J 5571. Over 20 in. long. Plastic. Mailable. (6 lbs.).....Kit 7.88

REVELL CYCLES to build yourself! Realistically-styled molded styrene plastic in ⅛ scale. Chrome engines, rubber tires. Ignition wiring; fuel, oil lines; control cables. Steerable front wheels; shiny chrome spokes
Honda racing bike and Scrambler are both 5x9½ in. long (1 lb. 10 oz.)
35 J 5596 Both 4.99

See Page 277 for low Budget Power monthly terms—No Money Down

Mossberg Shotguns

12, 16 and 20 gauge shotguns
A full range of quality crafted

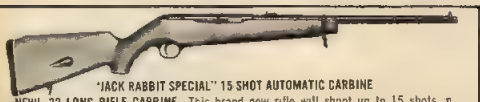
(A) 12-GA. 6-SHOT SHOTGUN WITH C-LECT-CHOKE. Repeating pump action shotgun Select gun-quality steel . . . proof-tested Chambered for all factory loaded 2¾" shells including 2¾" magnums. 14" stock of walnut with pistol-grip and fluted comb; cushion-rubber recoil pad; beavertail forearm Adjustable choke with positive, visual settings. Receiver of special light weight high tensile alloy . . holds six 2¾" shells. Disconnecting trigger prevents inadvertent "doubles" 26" barrel, 45¼" overall Wt 6¾ lbs.
80238W6375 ..... **$84.95**

(B) 20-GA. 3-SHOT SHOTGUN WITH C-LECT-CHOKE Tapered blued steel 26" barrel, adjustable choke bolt action, chambered for 3" magnum or 2¾" shells Shoots rifled slugs for deer and other big game Walnut stock Monte Carlo design rubber recoil pad, molded trigger guard and thumb-operated safety Grooved rear sight, Detachable clip magazine Overall length 45½" Easy take down
80250W3375 6¼ lbs. **$44.95**

16-GA AS ABOVE except that it will only accept 2¾" factory loaded shells regular or magnum
80251W3600 6¾ lbs **$47.95**

(C) 410-GA. BOLT ACTION SHOTGUN REPEATER. 24" tapered blued steel barrel with detachable full and modified choke tubes. Chambered for all 2½" and 3" shells including rifled slugs for deer and other big game. Convenient thumb-operated safety with red and green buttons inlaid in stock Genuine American walnut stock, Monte Carlo design. Molded trigger guard with finger grooves. Its fixed-type, top-loading magazine holds two shells plus one in the chamber. 5½ lbs.
80242W2770 ..... **Retail $36.95**

(D) 12-GA. BOLT ACTION 3-SHOT SHOTGUN WITH C-LECT-CHOKE. New design; double locking lugs; positive safety on top, under the thumb. Tapered, blued 28" barrel is chambered for all 3" Magnum and 2¾" shells, also rifled deer slugs. American walnut stock, Monte Carlo design; pistol grip; cushion rubber recoil pad with white liner, molder trigger guard. Adjust the choke with a twist of the fingers All settings are positive, with clear, visual designation. Wt. 6¾ lbs.
80248W3675 ..... **Retail $48.95**



"JACK RABBIT SPECIAL" 15 SHOT AUTOMATIC CARBINE

NEW! 22 LONG RIFLE CARBINE. This brand new rifle will shoot up to 15 shots in less than two seconds The magazine loads 15 Long Rifle cartridges and feeds them under spring tension straight into the chamber Carbine-sized makes it ideal for game, varmints and fun Hard-rubbed Walnut stock Monte Carlo design with cheek piece "U" notch open rear sight Receiver is grooved for telescopes
80252W3445 Barrel 18½" Overall 38½" Wt 5½ lbs . . . **$45.95**

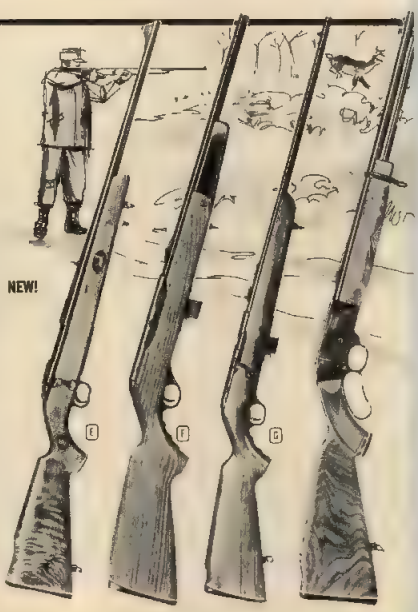
Mossberg Rifles—.22 Caliber, 308 and 243 Caliber

(E) NEW "800" MODEL, BOLT ACTION 5-SHOT. IN 308 AND 243 CAL. Powerful all new from muzzle to butt plate. Modern short throw bolt w/six locking lugs, recessed head. 6-groove rifling **AC-KRO-GRUV!** "Safety on top" under your thumb where it belongs. **Accurate—Dependable—Rugged.** Genuine Walnut Monte Carlo stock w/handsome checkering, sling swivels, beautiful balance. Proof-tested and targeted at factory. Other features are. Safe unloading, from hinged button release floor plate and chamber w/safety "on".
80254W7345 308 caliber Wt 7 lbs. **$97.95**
80255W7345 243 caliber. Wt. 7 lbs **$97.95**

(F) .22-CAL., 7-SHOT AUTOMATIC CARBINE. Automatic loading and ejection; rapid fire . . . 7 shots in less than 2 seconds. Positive safety at receiver side. 18" barrel with crowned muzzle, precision, 8-groove "ac-kro-gruv" rifling American walnut stock with pistol-grip, cheek piece, Monte Carlo design. Open rear sight; windage and elevation adjustments. Sporting front sight. Receiver grooved for scopes. Has detachable clip-type magazine that adjusts to hold 7 long rifle, long or short .22 caliber cartridges. Wt. 5 lbs.
80249W3220 . . . . **$42.95**

(G) HAMMERLESS, BOLT-ACTION 7-SHOT .22-CAL RIFLE Feeds from new 3-way clip magazine that adjusts instantly to load short, long or long rifle cartridges. Thumb-operated safety 24" barrel with crowned muzzle, precision grooved rifling. Walnut stock with pistol-grip, Monte Carlo design and cheek piece; sling swivels. Receiver grooved for scopes Open rear sight with "U" notch and sporting front sight. Detachable clip-type magazine adjusts to hold 7 long rifle, long or short .22 cal. cartridges. Wt 6½ lbs.
80246W2695 . . . . **$35.95**

LEVER-ACTION .22-CAL "PALOMINO" CARBINE Handsome power packed carbine with authentic Western look and feel Tapered, blued steel, 20" barrel with crowned muzzle Walnut stock with Monte Carlo sling swivels and barrel band Sights Rear Open with "U" notch, elevation and windage adjustments Bead type front fitted in standard slot Receiver grooved for scopes Crossbolt positively locks trigger Will not fire until lever is closed and bolt locked. Magazine holds 22 Short, 15 Long or 13 Long Rifle cartridges Length 36½"
80253W4510 Wt 4¾ lbs . . . **$59.95**



New! Murray "ELIMINATORS"

High risers with drag race design

ELIMINATORS are the top cars in drag racing — and kids know it! To help you cash in on this trend, Murray "ELIMINATORS" have these drag design features.

- Full span truss. Twin ⅝" bars. Low, lean and lively.
- "Five on the Bar" stick shift derailleur control (Murray ELIMINATORS also available in 3-speed and coaster brake models.)
- Exclusive 3-dimensional chain and sprocket cover

And "ELIMINATORS" have every other feature that makes high risers so popular. Join the leader—MURRAY! Stock "ELIMINATORS" and watch 'em sell!

Write for Murray's New Accessories & Parts Catalogs

See Murray at the Toy Fair Rooms 502-8, Fifth Ave. Bldg.

THE MURRAY OHIO MFG. CO
Nashville, Tennessee 37204

MURRAY
"FIRE BALL"
RACERS

MURRAY
VELOCIPEDES

HOT LINES BY MURRAY

New MURRAY
Eliminators
— high risers with
drag race design

Murray makes the largest and fastest-selling line of wheel goods and bicycles. So hop aboard the profit bandwagon — sell More — Sell Murray!

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MURRAY
STATION WAGONS

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MURRAY
"FIRE BALL"
RACERS

MURRAY
VELOCIPEDES

HOT LINES BY MURRAY

New MURRAY
Eliminators
— high risers with
drag race design

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STATION WAGONS

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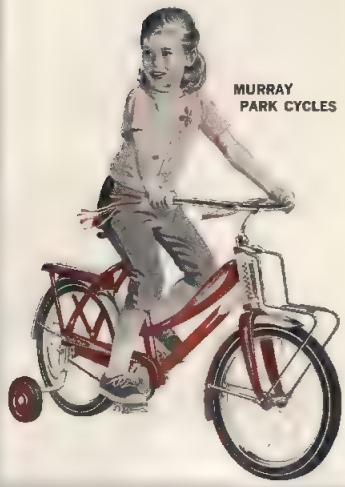
UNIQUE!
MURRAY BOATS



MURRAY
PARK CYCLES

LEAD WITH THE LEADER...

MURRAY BIKES
— lightweights
plus middleweights
and high risers

MURRAY
TRACTORS

Write for Murray's Parts & Accessories Catalog.

MURRAY

MORE children ride MURRAYS. Cash in on this leadership. Don't miss the profit opportunity of featuring the favorite — Murray!

THE MURRAY OHIO MFG. CO. / NASHVILLE, TENN. 37204

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"FIRE BALL"
RACERS

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VELOCIPEDES

HOT LINES BY MURRAY

New MURRAY
Eliminators
— high risers with
drag race design

COMMENDED by PARENTS' magazine institute

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Write for Murray's Parts & Accessories Catalog

MURRAY
STATION WAGONS

THE MURRAY OHIO MFG. CO.
Nashville, Tenn 37204

AMF INTRODUCES

THE HOT NEW MOVERS FOR '67

NEW! WEE SCOOTER

Four non-scuff wheels let youngsters 1 to 3 enjoy it indoors or out without fear of tipping over. Has gleaming chrome handle with colorful red grips and streamers, safety designed steel construction, blue white-walled wheels.

FAMOUS WEE WHEELER

One of the most appealing vehicles ever produced—as sales records all over the country show. Designed for safe, long-lasting pleasure: sturdy steel frame, large, comfortable seat, four wheels for extra stability, positive-control chrome handle bar.

NEW 12" FIRE CHIEF VELOCIPEDE

New twist to an old standard. Sure to move fire-engine fast Has motorcycle style windshield, plated bell, adjustable red steel saddle with white trim, two 3-rung ladders, red and white striped tires, red finish with white trim, chrome handle bars

THE ONE AND ONLY MUSTANG! RESTYLED TO HIT NEW RECORDS!

Mustang exciting—with new competition stripe. Mustang styled—with Mustang grille, bumper and embossed body design. Simulated chrome gear shift, sport type steering wheel, firm red finish with white trim. A mover!

NEW DELUXE 12" CONVERTIBLE SIDEWALK BIKE

Junior size with all the most wanted features of bigger models. Converts from boys' to girls' model Chrome fenders and chrome handle bar, deluxe two-tone padded seat, adjustable and removable training wheels. Flam red and with white trim.

IMPORTANT MERCHANDISING NOTE:

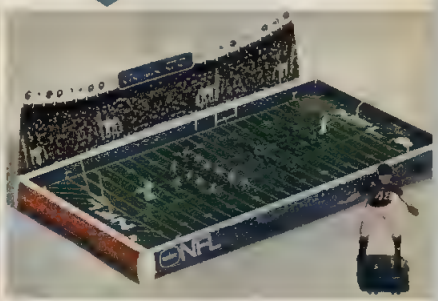
All Wee Products for 1967 are packaged in full color stackable self-selling cartons.

DELUXE PORTABLE BATTERY PINBALL by Marx . . set it up anywhere! Maneuver the balls—your score totals-up automatically, lights flash . . . push reset to play again. Lithographed steel; plastic top. 5 balls. Uses 4 "D" batt. (not included, see page 384.) W36 J 3487. 31x16x24-in. high. Mail (25 lbs.) 16.95

Ring the bell . . . you score automatically with electric pinball by Marx!
19.94

PORTABLE BATTERY PINBALL by Marx . . . sets up anywhere you want to play! Spring trigger light flashes bell rings, score climbs automatically! Lithographed steel with plastic top. 5 steel balls. Uses 4 "D" batteries (not incl. see page 384) Mailable. Z36 J 3353. 27x13x15-in. high. (11 lbs.) 9.94

Enjoy all the thrills of an arcade machine! Lights blink, bells ring, score climbs automatically . . . when ball drops into "win, place or show" chutes; or when ball hits one of 11 electric pins . . . just reset to play again. Full color lithographed steel with clear hi-impact plastic top; ruggedly braced legs. Spring trigger works easily. 5 steel balls included. Measures 31x16x45-inches high. 110-120V, AC. UL listed. Freight or express. M36 J 3484. (26 lbs.) 19.94



BIG BOWL ELECTRIC FOOTBALL GAME. Play like a real pro . . . run, kick, pass, even fumble! 22 three dimensional plastic players plus metal kicker-passer leap into action on ultra-quiet football field! Rugged steel frame and field. Includes magnetic football, goalposts, center grandstand with mounted scoreboard. 110-120V, 60C, AC. UL listed. W36 J 3441. 30x20x15-in. high. Mail. (15 lbs.) 8.95

OFFICIAL NFL ELECTRIC FOOTBALL GAME Run, block, kick, tackle, fumble . . . all the action of a real game! You're the coach as the Cleveland Browns and New York Giants clash. 22 plastic players posed for action in official NFL uniforms. Steel frame, colorful grandstand. Automatic timer, yard and down marker, new center post goal posts. 110-120V, AC. UL listed. W36 J 3309. 38x20x3-in. high. Mail (15 lbs.) 12.95

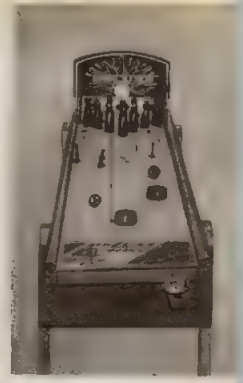
See Page 277 for low Budget Power monthly terms—No Money Down

Play 100 games on one board **6.88** Board only

Reverse table for more games

GAME BOARD. Reversible board lets you play Carom, crokinole, spin top, ten pins, checkers . . . 93 other games! Smooth plywood surface with hi-impact plastic corners, net pockets, is 28-in. square. All equipment, rule book incl. Mail (11 lbs.) W36 J 3343. . 6.88

BOARD, STAND SET. Reversible board as sold above, plus revolving stand. Makes play more convenient, more fun; turns freely to give players best position. Easy to set up; arms, legs remove for storage. Hi-impact plastic styrene spinner; rugged hardwood legs, arms. Mail. (16 lbs.) W36 J 3349W...9.88

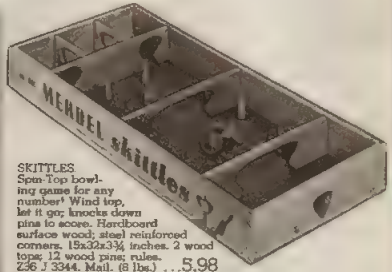


4-IN-1 BOWLING ALLEY. Play shuffleboard, bowling, skillball, even horse racing! Ball returns, bell rings automatically. Hardboard top, wood frame. All equipment incl. Abt. 52x10x17-in. high. Easy to assemble. Legs fold for storage. Mailable. W36 J 3421. (11 lbs.)...4.98

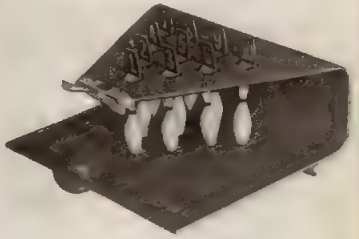
Bowl, race cars and more . . . have all sorts of fun on Triple alley

12.98

A great way to say "Merry Christmas" to the whole family! Everyone can try his luck bowling, playing skillball and shuffleboard, racing horses and autos. Top has 3 playing alleys, each 5-ft. long. Balls ring as balls are returned automatically. Incl. 4 each pucks, balls, horses, race cars; 2 spinners, 2 shuffleboard pushers, 20 bowling pins; skullball targets. Easy to assemble wood frame, 50x28x20-in. hi. M36 J 3417 Freight or express (23 lbs.). 12.98



SKITTLES Spin-Top bowling game for any number! Wind top, let it go; knocks down pins to score. Hardboard surface wood; steel reinforced corners. 15x32x3¼ inches. 2 wood tops; 12 wood pins; rules. Z36 J 3344. Mail. (8 lbs.) ...5.98



AUTOMATIC PINSETTER BOWLING SET speeds up fun! Exciting ten pin game is all play and no work . . . pins reset, ball returns automatically after each frame. 3-inch rubber ball gives you lots of action without noise. You get ten 4½-inch plastic pins in sturdy steel frame. Measures 16x16x6-inches high overall. Mailable. Z36 J 3428. Shipping weight 5 lbs.....4.98

Wards NFL electric football

WITH 3-FT. GRANDSTAND . . . SCOREBOARD

11.99

You're part of a vast crowd cheering classic football. Set up your formations . . . 3-D players go into action on vibrating field. Triple threat quarterbacks run, pass, kick . . . offensive, defensive players run, block, tackle . . . 24 players including passer-kicker.

Automatic timer, speed control. Magnetic down and ball-marker with chain. New center-post goal posts in official "NFL gold." Team uniforms are hand-painted replicas of Cleveland Browns and New York Giants. Grandstand folds easily for storage. Game about 37¾x20¼x3 in. UL listed

48 HT 14503 A—Wt. 11 lbs. 13 oz. **11.99**

See pg. 345 for shipping information.

1

Bas-Ket basketball

3.95

1 **Bas-Ket** is real basketball in miniature! Fast, competitive action every minute. Players control shots from anywhere in the court with mechanical levers. Real play action for "cage" fans of all ages. Sturdy construction, tested steel mechanisms. Court, scoreboard and game ball. About 20x12 in.

48HT14610—Wt. 3 lbs. 10 oz. **3.95**

Super Bowl electric football

5.88

2 **Super Bowl electric football** is full of excitement! Two full teams, action-posed 3-D players. Quarterbacks run, pass, kick, even fumble. Automatic timer, speed control. Magnetic down markers. Goals move to college or pro positions. Scoreboard, grandstand. About 26x15½ in. UL listed. Ship. wt. 4 lbs. 13 oz.

48 HT 14505 M **5.88**

2

3

Pee-Wee hockey

7.99

3 **The ice, the action** is always great in this big rink. Players of 2 NHL teams pass, block and score as they whip puck up and down the ice for high-pitched excitement. Adjustable steel legs; plastic score tower. Abt. 27½x16½ in. Ship. wt. 7 lbs. 13 oz.

48 HT 14608 M **7.99**

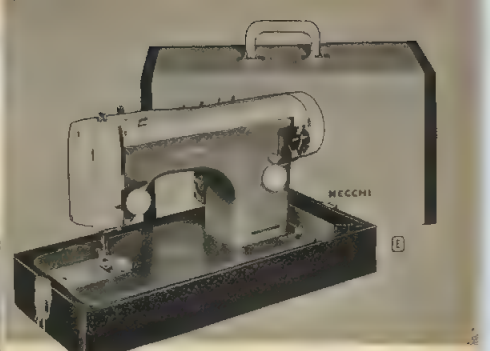
NHL Stanley Cup hockey

11.99

4

4 **Super size rink,** about 36x19½ in. Fast, realistic action! puck dropper, pivots, sticks off puck, lights flash, when goal is scored. Players in authentic NHL uniforms move along rink and play behind net. Overhead scoreboard. Adjustable steel legs. Plated replica of Stanley Cup. Buy 2 "D" batteries, page 288.

48 HT 14609 A Wt. 1 lbs. 6 oz. **11.99**



NECCHI

For the Finest in Sewing Magic

(A) MODERN DELUXE DESK. Handsomely designed desk features two spacious drawers for storage of supplies. Features flat sewing surface convenience plus handsome looks. Measures 31" high, 17" deep, 32⅛" wide, opens to 64½". Available in your choice of 4 finishes to blend with any decor. Choose from either Blonde, Walnut, Mahogany or Maple. Specify finish F.O.B. Cincinnati
D38377M5245 Shpg. wt. 60 lbs. **$79.95**

(B) "BETSY ROSS" SEWING HASSOCK. Soft foam cushioned top lifts to reveal hide-away sewing storage with fitted sewing accessory tray. So versatile it doubles as a hassock, with blue needle-point print fabric top covered in clear plastic. Maple legs. 17" high.
18553F1425 Shpg. wt. 12 lbs. **$22.50**
18551F1260 Smaller size. Wt. 10 lbs. **$19.99**

(C) WESTWOOD MODERN CONSOLE. Versatile console doubles as an attractive lamp table. Its simple modern lines compliment any surrounding. And its variety of finishes fit in with any decor. You may choose from Limed Oak, Walnut, or Mahogany. Measures 31" high, 17½" deep, 22" wide and opens to 44". Specify finish F.O.B Cincinnati
D38376M3145 Shpg. wt. 35 lbs. **$49.95**

(D) IMPERIAL TRADITIONAL CONSOLE. Gracefully styled console with traditional lines that add distinction to any decor Just the right height for your sewing convenience. Measures 30½" high, 17½" deep, 22¾" wide. Opens to 45½" to form a large working surface. You'll find this console as practical as it is good looking. Specify finish: Walnut or Mahogany. F.O.B. Cincinnati
D38375M3145 Shpg. wt. 35 lbs. **$49.95**

(E) NECCHI DELUXE STREAMLINE SEWING MACHINE. World famous Necchi, handcrafted and precision made in Italy. Means finest quality, straight and reverse sewing. Smooth, silent. Darns, appliques, monograms. Push-button reverse, exclusive drop feed, numbered stitch length and easy marked tension for every kind of fabric. Features automatic bobbin winder, built in sew light, 7-speed foot control and accessory kit. Lifetime parts guarantee. 115v., AC-DC. Specify finish on desk or console. F.O.B. Cincinnati, Ohio.
D38371M8185 Shpg. wt. 52 lbs. **$129.95**
Machine in Imperial Console Walnut or Mahogany.
D38372M10495 Shpg. wt. 75 lbs. **$169.95**
Machine in Westwood Console. Limed Oak., Wal. or Mah.
D38373M10495 Shpg. wt. 75 lbs. **$169.95**
Machine in Modern Desk. Blond, Wal., Mah. or Maple.
D38374M12595 Shpg. wt 97 lbs **$219.95**

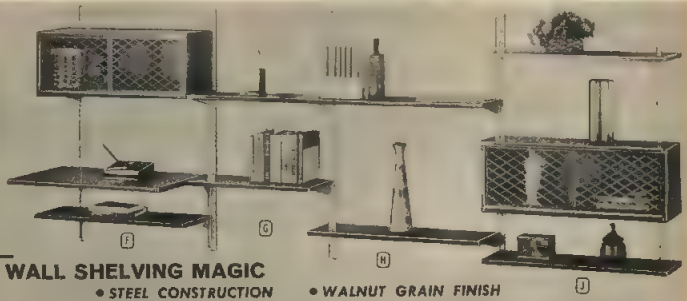
FOUR BASIC UNITS SHOWN BELOW

(F) Desk, Shelf, and Cabinet 80" Wide

(G) Two Shelves 23" Wide

(H) Two Shelves 30" Wide

(J) Cabinet and Two Shelves 30" Wide

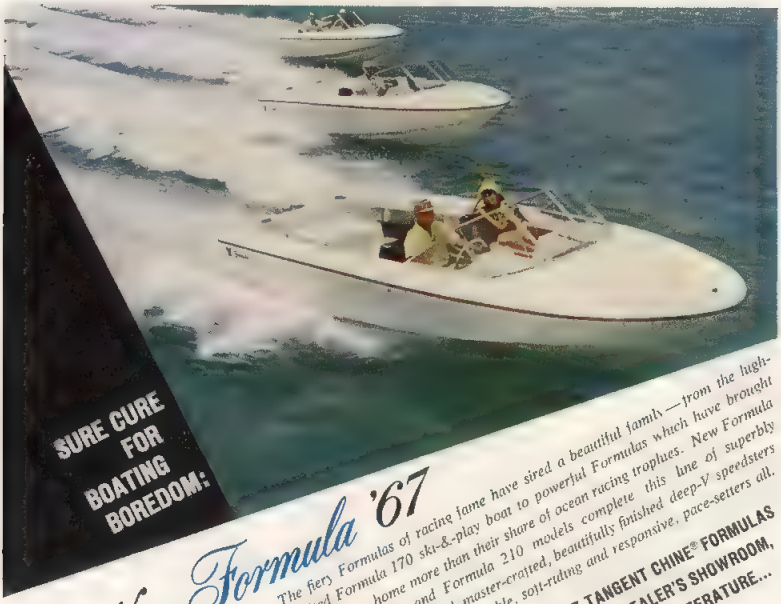


WALL SHELVING MAGIC

- *STEEL CONSTRUCTION*
- *WALNUT GRAIN FINISH*
- *GOLD LUSTER WALL STANDARDS AND BRACKETS*

Shelving magic for living room, bedroom, den or any room in the home. Adds useful and decorative shelving to any plain looking walls. Baked-on enamel lithographed Walnut finished shelves with Gold finished wall standards and brackets. Brackets slip in and out of wall standards easily for random placement of units Available in 4 basic packaged units. Each unit contains 2 wall standards and brackets for shelves, desk and cabinets.

Model No.	Description of Unit	Wall Standard Length	Shipping Weight	Retail
(F) 1H48 Q1663	Desk 30"x18" Cabinet 30"x11¾"x9¼" high with Grill Doors and one Shelf 30"x9¼"	43½"	23 lbs.	$24.95
(G) 2H2 Q530	Two Shelves 23"x9¼"	18"	7 lbs	$7.95
(H) 2H3 Q597	Two Shelves 30"x9¼"	18"	8 lbs	$8.95
(J) 2H3BQ 1435	Two Shelves 30"x9¼" and Cabinet 30"x11¾"x9¼"	43½"	17 lbs	$21.50


SURE CURE FOR BOATING BOREDOM:

New Formula '67

The fiery Formulas of racing fame have sired a beautiful family—from the high-spirited Formula 170 ski-&-play boat to powerful Formulas which have brought home more than their share of ocean racing trophies. New Formula 190 and Formula 210 models complete this line of superbly engineered, master-crafted, beautifully finished deep-V speedsters ...sleek and stable, soft-riding and responsive, pace-setters all.

SEE THE GREAT NEW '67 TANGENT CHINE® FORMULAS AT YOUR NEAREST FORMULA DEALER'S SHOWROOM, OR MAIL THE COUPON BELOW FOR LITERATURE...

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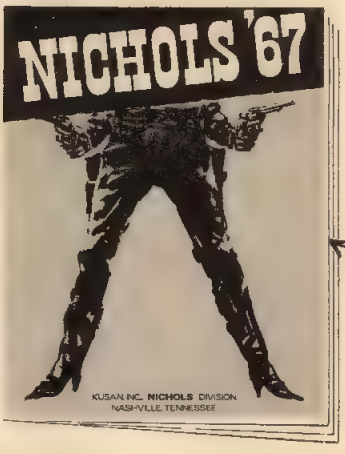
Exciting reading for profit seekers

Exciting new guns!

Brilliant new packages!



New holster and combination sets!

Some pretty exciting things have happened to the Nichols Line for 1967! See them all at the Nichols Toyfair Showrooms or write for your new catalogue.

Nichols Toyfair Showrooms:

A. H. Delfausse Co.
Suite 460 200 - 5th Avenue Building

Toyfair Showroom
Suite 362 200 - 5th Avenue Building

Send me the exciting, new Nichols Catalogue.

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Company: _____

Street: _____

City: _____

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KUSAN INC. **NICHOLS** DIVISION ■ NASHVILLE, TENN.

DOOR CHIMES

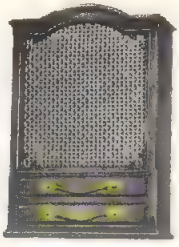
NUTONE

Nutone "Jamestown" Chime
Rich Antique Walnut finish Traditional cover with attractive grille cloth and spindles. New wood-grain finish offers all the natural beauty of Walnut. Gold colored tubes with "Lifetime Finish" will not rust or tarnish. Sounds Two notes for front door one note for rear door. Size 8½"x 9½"x 3¾". Ship. wt. 3 lbs.
669E712—Jamestown Chime
669 6E657—Six or more **Retail $10 95**

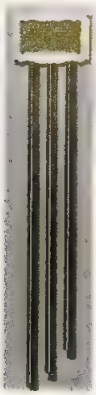
Rittenhouse "Bel Air"
Modern design chime for home or office. Lighting fixture with modern grille cloth and chrome finish. Size 14" x 7½" x 3". Ship. wt. 4 lbs.
464E921— Bel Air" Chime
464 6E837—Six or more
Retail $13 95

Nutone "Antigua" Chime
A new chime from Nutone's "Master piece" series. Lighted Lantern door chime. Beautiful Antique Bronze finish. Amber bottle bottom front panel, glows with soft light from low voltage lamps. Colorful Chimes 2 notes for front door, one note for rear door. Size 6½"x13¼"x3½". Ship. wt. 3 lbs.
676E972—Antigua Chime
676 3E897—Three or more **Retail $14.95**

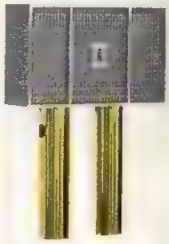
Rittenhouse "Provincial"
Beautifully executed Tavern work in a White Antique finish. Graceful French Provincial finish. Gold accent curves and spooled spindles. Stand out against contrasting grille cloth. New Chimes 2 notes for front door, one note for rear door. Size 14" x 7½" x 11". Chimes 2 notes for front door; one note for rear. Ship. wt. 2 lbs. **Specify Finish**
462E723—"Provincial" Chime
462 6E657—Six or more
Retail $10 95



Madison Chime
The Nutone "Madison" Chime is a beautiful traditional design. Walnut or Blond Elm wood grain finish. Basse weave grille cloth and Gold ornaments. Chimes 8 or 4 notes front door, one note rear, different note 3rd door. Size 8½"x 13¾"x 3½". Ship. wt. 4 lbs. **Specify Finish**
611E1977—Madison Chime
Retail $32 95



Nutone "Coronet"
Light Beige or Walnut finish plastic cover with gold fretwork grille cloth. Three satin brass tubes. Two notes for front door and one note for rear door. Size 8½" x 2¼" x 42½". Ship. wt. 8¾ lbs. **Specify Finish.**
4639E1102—Coronet Chime
4639 3E1017—Three or more **Retail $10.95**



Rittenhouse "Sentinel"
This modern designed chime will enhance any wall. Smart gold-trimmed case tops individual resonator tubes finished in glowing polished brass. Chimes 2 notes for front door, one note for rear. Walnut Brown & Brass or Soft Beige & Brass. **Specify Finish**
Size 12" x 3¾". Ship. wt. 3 lbs.
564E591—"Sentinel" Chime
564 6E537—Six or more
Retail $8 95

Nutone "Mt. Vernon"
Colonial cover in hammered brass. Two pleasant notes for front, one note for rear door. Size 7" x 11¼". Ship. wt. 2½ lbs.
465E712—Mt. Vernon Chime
465 6E657—Six or more **Retail $10 95**

Riviera Chime
The "Riviera" Chime by Nutone offers two Melodious sounding notes. Chimes 2 notes for front door, one note for rear door. Walnut or Blond Elm wood grain finish. Chimes 4 or 8 notes for front door, one note for rear door, a different note for 3rd door. Price includes adapter. Size 9" x 14½" x 4". **Specify Finish.** Shipping wt. 5¼ lbs.
610E2097—Riviera Chime
Retail $24 85

Nutone Jefferson Wall Chime Clock
Colonial wall clock and chime with hand finished Walnut wood cabinet. Antique wrought iron hands. Chimes 8 or 4 notes front door, one note rear door and different note 3rd door. Volume control and Wall switch. Telechron clock movement. Size 11" wide x 6½" x 36½". Transformer included. Ship. wt. 15 lbs.
412E5397—Jefferson Wall Chime Clock
Retail $89 95

Nutone "Jewel"
Colonial cover is cast in plastic with Walnut or Blond Elm finish. Beautiful satin brass finish tubes. Two mellow notes sound for front door, one for rear door. Size 7"x9"x3". Ship. wt. 2½ lbs. **Specify Finish**
2872E647—Jewel Chime
2872 6E597—Six or more **Retail $8 95**

Solid Brass Over Wood Frames

Wood Box
1599F2200 Attractive farm scene. 18¼" long, 14¾" high, 12¾" wide. Ship. wt. 17½ lbs.
Mfr's. Sugg. Retail $12.95

Umbrella Stand
2038F1320 Charming old English scene. 22¼"x10"x7". Ship. wt. 11 lbs. **Mailable.**
Mfr's. Sugg. Ret. $19.95

F.O.B. New York

Waste Basket
2039F880— Attractive Old English scene. 8¼"x8¼"x13¾". Ship. wt. 6½ lbs. **Mailable**
Mfr's. Sugg. Ret. $12.95

Magazine Rack
1579F1247 Roomy, 2-compartment holder with attractive farm scene. 13"x7"x13" high. Ship. wt. 8 lbs. **Mailable**
Mfr's. Sugg. Retail $18.50

Solid Brass Planter Hod
2035F1687 Serves as coal scuttle or log holder for the fireplace, or as a **large planter.** Fine immersed finish. 15" dia. Ship. wt. 7 lbs. **F.O.B. New York Mailable**
Mfr's. Sugg. Retail $25.50

Dramatize Home Charm with a Fine Door Chime

Sturdy steel trucks

1 **Concrete truck** with plastic rotating drum that actually mixes as truck moves. To unload, drum is raised by manual lever control and contents pour down chute. Chute swings toward truck when not in use. Realistic Powr-r-r sound adds excitement—no batteries needed. Realistic turbine cab.

Tandem dual rear wheels with self-lubricating bearings, whitewall rubber tires. Heavy-gauge steel chassis and cab. Abt. 16 in. long

48 HT 23485 Ship. wt. 4 lbs. 8 oz. **4.88**

2 **Tonka trencher** with 5-way action does five separate jobs! Digs, levels, dumps, hauls, loads. Lots of action here for active kids! Manually operated lever raises front bucket, then trip release lever to dump load. Handle operates back hoe, swings to either side for unloading. Sturdy steel with durable deep groove rubber treads. About 18 in. long

48 HT 23446—Ship. wt. 3 lbs. 8 oz. **3.97**

3 **Looks, sounds, operates like a real dump truck!** Press lever, hydraulic action automatically raises body and dumps loads as the tailgate swings open. Powr-r-r motor sound. Needs no batteries. Heavy gauge steel cab, chassis and body with safer rolled edges. Baked enamel finish. Tandem dual rear wheels, self-lubricating bearings for longer life.

48 HT 23486—Ship. wt. 4 lbs. About 12¾ in. long **4.77**

4 **Young builders need a construction dump truck like this!** Made of automobile steel. It's strong enough to stand or ride on. Auto-type enamel resists chips, scratches. Body raises for easy dumping. Deep-tread, heavy-duty semi-pneumatic, non-marking tires. Noiseless wheel bearings. About 17¼ in. long

48 HT 23401 Ship. wt. 6 lbs. 8 oz. **5.66**

5 **Kids love to play with this construction crane!** It's big and tough thanks to the automobile steel construction, painted with rugged baked enamel. Operates with life-like action too! Hand crank adjusts boom, operates clam bucket, locks in any position. Back cab swivels full circle. 6 huge deep-tread tires. About 30 in. long with boom extended

48 HT 23402 Ship. wt. 8 lbs. **7.66**

6 **Big, rough Mighty shovel.** Realistically detailed like real construction equipment. Automotive gauge steel with actual truck paint. Trip a lever near the handle, the load releases. Truck runs smoothly on quiet Celcon® bearings. Oversized tires with deep grooves for more traction. Sturdy bumper has shock absorbing pads. 29 in. long, 16 in. high

48 HT 23464 A Ship. wt. 10 lbs. 4 oz. **9.44**

7 **Another Mighty toy!** Big loader is built just like real road building equipment. Heavy-duty automobile steel with two coats of truck enamel paint. Lever operated bucket scoops, raises for hauling and unloads. Swivel cab is "glassed in." Authentic details include exhaust stack, dual air cleaners, steering. Deep-cleat tires. 19⅞ in. long, 8⅛ in. wide

48 HT 23463—Ship. wt. 9 lbs. 4 oz. **7.94**

8 **Steer it from a distance**—forward, reverse, turn right or left, run it over obstacles. Bulldozer shovel dumps, raises, lowers.

See the pistons light up as it rolls along—all by remote control. Hand operated back scoop picks up, raises and dumps. Big 20-in. steel model has extra-big deep-tread rear tires. Uses two "D" batteries (page 288)

48 HT 23191 Ship. wt. 5 lbs. 8 oz. **7.44**

Operate Ford multi-action tractor by remote control

NYLINT TOOL

NYLINT TIN LIZ

ROCKFORD, ILL.—Topping the 1967 line from Nylint Tool and Mfg. Co. is a Tin Liz, the old Model T Ford with customizing for today. Souped-up, chrome-plated motor, dual exhaust pipes, simulated textured custom top and ribbed upholstery are featured.

The steel toy has smooth rolled safety edges and high gloss baked finish. Deep-tread tires are non-marking.

The Car Carrier is sturdy enough to sit on, carries three modernistic cars. Ramp is adjustable for loading both levels. Cab is enclosed, see-in type with textured seats, dashboard, and steering wheel.

A removable top has been added to the Ford Bronco. The car has a tilting windshield, fabric-like bucket seats, spare tire, and trailer hitch.

A hydraulic Big Haul Dump Truck is powered by a special hydraulic cylinder that lifts large loads. Bed pushes back down to re-engage.

Another piece of heavy equipment is the Power Digger, with a truss-type boom that raises and lowers by a winch. Bucket bottom trips automatically when raised high enough. Crane cab of this toy rotates in full circle. Wheels have wide rubber tracks.

A Ford pick-up truck is used in a U-Haul rental set with trailer; in the Sportsman set with camper, trailer, sailboat and Bronco; and the Race Team with a steel trailer and race car.

A dual-wheel tractor pulls the Mobile Home and is detachable. The mobile home has a removable roof, partitioned rooms, snap-action door, and retractable support.

NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES

WHITMAN PUBLISHING

RACINE, WIS.—Found Guild jigsaw puzzles are available from Whitman Publishing Co. Choice includes six subjects, all more challenging than conventional puzzles. Suggested retail is $1.

WHITMAN PUZZLE

Creative finger paint paper is a newcomer to the firm's line of juvenile art supplies. The roll is 96 continuous inches long with a papercutter edge on the box. White in color, the paper is 14 inches wide. Retail is 39¢.

Beginner's stamp collecting kit for foreign issues has all necessary articles including stamp album, plastic magnifier, pack of pre-folded hinges, watermark detector, packet of stamps, and a *Let's Collect Stamps* guide book.

Similar set for American stamps also contains a special perforation gauge.

NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES FOR 1967 •

MONOGRAM MODELS

MORTON GROVE, ILL.—The Bearcat F8F, last of the piston-engined Grumman shipboard fighters, is now available in model form from Monogram Models, Inc. In 1/72 scale, the model is of the 1B version with four 20-mm. cannon, drop tank, two bombs, and four rockets. It can also be built in the F8F-1 version with four 50 caliber machine guns.

Other features include a separate radial engine with cylinder and pushrod detail, and a separate seat, control stick and pilot.

Another new model is the Curtiss P-36A, also in 1/72 scale. Like the bearcat, many parts are separate and can be assembled in different positions.

Even the pilot can be assembled two ways in the Mustang P-51B fighter. He has a separate arm that can be extended in a waving position. Propeller and wheels rotate.

Monogram has recently completed a 32,000-square-foot office and warehouse in addition to its plant here. The addition represents a 25% expansion of the company's production and office area.

MONOGRAM BEARCAT

FRED BRONNER

NEW YORK—A new Mustang in the "Matchbox" series highlights the Fred Bronner Corporation line of miniature metal cars The car is less than 3 inches long, has specially-designed steering mechanism and independent spring suspension According to the firm, shipments of the new model have already outstripped the real thing made by Ford.

Another new model is the 1909 Opel Coupe in the Models of Yesteryear series. The Opel has a removable roof and plated accessories.

BRONNER'S OLD OPEL

The "King-Size" model no K-18 is an authentic scale model of a horse transporter, equipped with four horses. King-size in this series means 6⅝ inches long.

An attache case covered in vinyl is now available for collectors of "Matchbox" cars and trucks. The case will hold 48 models on horizontal shelves.

New displays from Bronner include a carousel type dome on the award-winning motorized MVR-75 rotating stand. The display will hold all 75 "Matchbox" models. Also new is a compact display that holds 19 "King Size" models.

All Models of Yesteryear cars are now packaged in blister packs, come with a gold-toned rack that holds 4 dozen cards on pins.

NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES

ALUMINUM SPECIALTY

MANITOWOC, WIS—The Chilton toy electric corn popper set from Aluminum Specialty Co. has a see-through cover and detachable cord. With the popper come four serving bowls, a large party serving bowl, measuring spoon, scoop, and two packages of ready-to-pop popcorn

Adding to its Coke, Pepsi and Kool-Aid toy dispensers, the firm now has a new toy Home Soda Fountain Made of high impact plastics, the unit holds three seven-ounce bottles of soda. Plastic pumps are used to fill miniature glasses, which are included. In the base of the fountain are three compartments for ice cream.

ALUMINUM CORN POPPER

New in the line of aluminum sets is a Play-Stove set. Includes a coppertone Foil Play Stove that may be used on any flat surface. Also in the set are pots, pans, cups and utensils.

Raggedy Ann & Andy sets of plates, cups and saucers have a picture of the two characters on the plates. Included in the set are a coffee pot and aluminum cutlery

Plastic dinnerware series with a vase of plastic roses in each of three sets come in hexagon boxes. Dinnerware has a floral design Includes coffee pot, cutlery and plastic water goblets

The Fleur de Lis plastic party sets have a new package with a window and gold foil sides. Another new package is the beginner's set with oval picture window.

NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES FOR 1967 •

ROYALTY DESIGNS

MUSTANG HANDLE BAR

HIALEAH, FLA.—Royalty Designs of Florida, Inc. has introduced a new item, the Mustang, to their line of bicycle handle bar grips. Following the sports car theme, the Mustang comes in gold glitter plastic and has a mustang head safety feature at the end which is designed to keep the hand from slipping off the handle bar

Another new bicycle grip is a Troll grip which carries the Good Luck Troll at the end of the grip as a safety factor, molded from vinyl plastic.

To the Troll items has been added a complete line of dressed Trolls in three different sizes. 8", 5" and the 2½" Mini Troll The 8" Troll comes in three different costumes. each in two separate color combinations. The 5" doll is made up in six distinct costumes and the Mini doll is also in six new costumes All are made with longer hair in all colors of Icelandic lamb's wool

New to the assortment of flocked coin banks is the Cuddle Me Saver coin banks, a combination of plush and flock applied to a plastic base that is unbreakable. Four animal characters are depicted: A puppy with plush ears and tail, an elephant with polka dot ears, a kitten with plush ears and tail and long whiskers and a brown baby bear with satin lined plush ears The line will vary the seven basic colors in 24 different shades.

THE NAME IS NYLINT

NYLINT

America's Finest Steel Toys

NYLINT TOOL AND MFG. COMPANY, ROCKFORD, ILLINOIS

No. 1101 POWER DIGGER

Almost outperforms the real ones! Truss-type boom is raised and lowered by a positive winch. The husky bucket will dig a full load . . . then trips automatically when raised to end of chain release. Crane cab, mounted on a rugged platform, pivots in a full circle to position boom and bucket for unloading. Wide sure-grip tracks have heavy traction lugs propelled on solid wheels. Heavy gauge steel construction; smooth rolled edges for play safety.

No. 9800 HYDRAULIC BIG HAUL DUMP

A high scorer in total play fascination for the young construction engineer! It's a rugged, massive Dump Truck powered by a specially designed hydraulic cylinder which lifts huge loads at the trip of a latch. After dumping, body pushes down easily to re-engage . . . ready again to go to work. Heavy gauge steel construction throughout; deep-tread, non-marking semi-pneumatic tires. Famous Nylint quality all the way!

Structo Wheels Out New Car Carrier Set

A Car Carrier that can carry two cars on its top rung and another car on its interior, bottom rung, is currently being

marketed by the Structo Division of the King Seeley Thermos Company, Freeport, Ill.

The steel trailer has a rear extension ramp that fits both auto hauling levels. This Structo Turbine carrier has an extra-wide windshield, a massive chrome-plated front bumper and full-face, whitewall tires. Three detailed late model cars are included with the carrier.

Kenneth G. Jackson

Kenneth G. Jackson, 56, merchandising manager for Scott Stores, a division of City Products Corporation, Des Plaines, Mich., recently passed away.

Mr. Jackson resided at 202 W. Sunset Road in Mount Prospect. Survivors include his wife, Ruby; two sons, Thomas and Robert, a sister, Mrs. Ethelwynn Post, and two grandchildren.

Coast To Coast Stores Set Fall-Winter Meetings for 1967

Coast To Coast Stores, Minneapolis, recently announced the dates of its fall-winter sales meetings for 1967, all of which will be held next month.

The meetings will take place July 2-3 at the Sheraton Motor Inn in Portland, Ore.; July 9-10 at the Leamington Hotel in Minneapolis, July 16-17 at the Northern Hotel in Billings, Mont., July 16-17 at the Denver Hilton in Denver, July 23-24 at the Continental Hotel in Kansas City, and July 30-31 at the Pfister Hotel in Milwaukee.

Store owners from a 22-state area will gather at these regional meetings to review fall and winter merchandise lines, promotional tools, and sales aspects for the last five months of 1967.

Home office personnel and factory representatives will present a wide range of new merchandise, selling guidelines, and new product information to the store owners to enable them to better serve their customers.

The meetings will not only stress new merchandise lines, but also give store owners an opportunity to discuss their individual store operations. Service personnel experienced in accounting, finance and insurance will be on hand to talk to the store owners.

According to James Freer, advertising and sales promotion, these annual summer sessions are based on the previous use of the classroom format with the participants divided into small groups.

For Fans, Hobbyists and Collectors of all ages

Official MINIATURE PRO-FOOTBALL HELMET KITS

Approximate Actual Size

MADE TO RETAIL FOR ONLY $1.00 PER SET.

Three Sets Available

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Each Helmet Molded in Authentic Team Colors.

Kit contains official emblems and stripes of each team, plus detachable face guards.

GOAL POST DISPLAY STAND INCLUDED WITH EACH SET.

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The MONKEES Newest Hit is on the Art Award label...

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Raybert Productions, Inc
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MONKEES paint-by-number sets Exclusive with Art Award!

Art Award Co., Inc. 3900 West Side Ave., North Bergen, N.J.

Here is the aristocrat of Pembroke's 1967 fleet . . . the Pembroke 37' Sport Sedan. As you can see she has character and grace. And functionally . . . she is unmatched by any express cruiser in her class. Why? The floor plan below gives a clue. You know as well as we do that the main cabin of a boat, nearly any boat, can't match your own living room. Face it . . . a boat is small! BUT MARK THIS WELL! The Pembroke 37' has the most nearly perfect interior design of any other pleasure boat we know. The main cabin, for example, is designed for flexibility. You can move around. You can move furniture. You can arrange and rearrange this or that. You can *live* in a Pembroke 37.

Then too, there's the 'ample storage' consideration . . . and the 'big galley' benefit . . . and the 'plenty of privacy' point. But we'd rather have you evaluate these features for yourself at one of our show rooms. We'll be pleased to get out pad, pencil and measuring stick because we know we can satisfy you.

Look below for the name of your closest dealer. (Look for us, too, at the New York Boat Show)

You can live in a Pembroke *37'*

PEMBROKE BOATS, INC.
PEMBROKE, NEW HAMPSHIRE

WRITE FOR FREE BROCHURE COVERING OUR COMPLETE LINE OF SEA SKIFF, SPORT FISHERMAN, EXPRESS CRUISER, AND SPORT SEDAN MODELS TO 37 FEET.

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Sporty turn of mind? NEW COBRA 16
Crisp sweep ng lines spell speed Outboard or 120 h.p. Stern Drive. Revolutionary foam-padded bucket seats.

Big POWER
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FIBERGLASS BOATS

Best-built PENN YANs in 47 years. 16 sharp new styles. New ideas in confident ride, comfort, with breath-taking power to match.

We've engineered a new kind of soft, smooth ride with our Sea-Track V-hull. Like most lapstrake Vees she rides a rough chop with authority at full speed. Slowed down or with crew movement in the cockpit there's still no real fall-off in performance. The secret: full-length tracks at both chines keeps her trimmed flat even when planing or cornering fast.
The roomy interiors have everything a luxury-lover ever looked for. New body-contoured bucket seats cradle you in solid comfort. Popped down they convert to sun loungers. Handsome easy-care vinyl carpeting. Padded vinyl cockpit liners have handy rod and ski trays. And we stress security and safety too. Non-skid decks, safety plate windshields, foam-flotation for built-in buoyancy, high gunwales to keep following seas in their place. Penn Yan has thought of everything—including your budget. See your dealer. He's in a dealing mood.

Big Seller EXPLORER 20½ Runabout/Cruiser/Hardtop

Handy Computer tells which PENN YAN suits you best—costs you least. Tell it your boating habits—the people loads—the speeds—your kind of fishing. It tells you which Penn Yan's for you. It could save you money. Also ALUMINUM DURATECH BOATS cruisers, runabouts, fishing boats.—Penn Yan, N. Y.

For FREE COLOR CATALOG, write Dept. C. Penn Yan, N. Y.

Enjoy a gentle awakening

40 HOUR REPEATER ALARM

SLEEPY TIME: First rings intermittently; steady alarm follows. Leather-textured finish, gilt figures, luminous. 3x2⅞"

55045R715 Tan **$10.95**
55046R715 Brown Allig. **$10.95**

With 7 jewels, regular bell alarm, leather case.

55048R736 Tan **$11.50**
55049R736 Br Allig. **$11.50**

Superb values . . . at a modest cost

30 HOUR DESK/TRAVEL ALARM

CHARMER: Has "all-around" appeal. Leather-textured finish, gilt figures, black or white dial, luminous. 3" diameter.

55071R395 Tan w/white dial **$6.95**
55072R395 Red W/Wht. dial **$6.95**

30 HOUR DESK/TRAVEL ALARM

PEER: Travel first class. Leather-textured finish, gilt figures, black or white dial luminous. 3⅛x2⅞"

55061R395 Tan/wht. dial **$6.95**
55062R395 Br./blk. dial **$6.95**
55073R395 Blue/wht. dial **$6.95**

8 DAY 7 JEWEL TRAVEL ALARM

CHIEFTAIN: "Big-time" leader. Genuine leather case, gilt figures, luminous. 3⅛x2¾".

55036R1094 Pig. **$17.50**
55037R1094 Red **$17.50**

40 hour movement, full figure dial.

55039R485 Pig. **$7.50**
55040R485 Br Allig. **$7.50**
55041R485 Red **$7.50**

Phinney-Walker

"MAKING TIME" . . . SINCE 1915

40 HOUR TRAVEL ALARM

BANNER: High standard for travel. Leather-textured finish, gilt figures, luminous hands, hour dots 3½x2¾".

55066R517 Br. Alligator **$7.95**
55067R517 Tan **$7.95**
55068R517 Red **$7.95**

BATTERY CLOCK WITH ALARM

PARAGON: The tops! Runs full year on standard flashlight battery. White plastic case, brass finish metal trim. Gilt figures, luminous; manual-wind alarm. 3⅞x2⅞".

55074R1248 **$19.95**

40 HOUR DESK, BOUDOIR ALARM

CROWN JEWEL: Fabulous indeed. Transparent plastic gem-shape case. Gilt figures, luminous. 3⅜" diameter.

55013R650 Rose **$9.95**
55014R650 Blue **$9.95**
55016R650 Amber **$9.95**
55015R650 Clear **$9.95**

40 HOUR BOUDOIR ALARM

DAZZLER: Sparkling loveliness. Gilt case, brilliant rhinestones with filigree trim. Gilt figures, luminous. 3x2¾".

55075R790 Blue **$11.95**
55076R790 Rose **$11.95**
55077R790 Cry. **$11.95**

30 HOUR DESK/BOUDOIR ALARM

CUTIE: A fascinating treasure. Novel antique "bell-top" motif with handy alarm shut-off feature. Black Roman numerals, luminous tip hands, hour dots. 3⅞x2¾".

55078R485 **$7.50**

KITCHEN CLOCKS

Sunbeam

ELECTRIC
ALARM CLOCKS

LAZY SUSAN Sassy, saucer-shaped border with individual numeral cut outs and color galore . . . Adds zest to any kitchen 7" x 1½" deep. Cocoa, turquoise, green or yellow.

56534R349	Cocoa	$4.95
56535R349	Green	$4.95

FANFARE Handsomely sculptured case halos raised, round crystal . Gives visibility at all angles 7½" x 6" x 1¾" deep

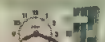
56530R395	Turquoise	$5.95
56529R395	White	
56531R461	Woodtone	$6.95

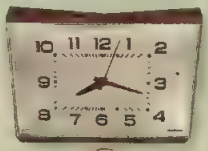
COUNTRY KETTLE All the aged and antique look of the original colonial kettle. Indents and rough sculptured antique details lend true old days feeling. 7½" x 9¼" x 2½" deep Antique copper finish.

56552R659 $9.95

TILE TIME Sparkling-bright simulated tiles in gay colortones. New, unusual raised crystal with inclined case for easy reading. 9½" x 5¾" x 2" deep. Beige, yellow or blue.

SPECIFY COLOR.
56521R827 $7.98





NEW! DELIGHT Cascading lighted dial for accurate time . . . Anytime. Dial is tilted for better legibility Modern numerals. Walnut, or Sugar Maple finish 8⅞" x 5⅝" x 2½" deep

56553R593	Walnut	$8.95
56554R593	Sugar Maple	$8.95

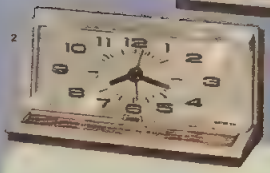
New!

GLITTER Runs accurately up to one year on single flashlight battery—no cords or outlets needed! Tiny tiles with matching flecks frame readable white dial. 9⅜" x 5¾" x 1⅛" deep

56533R749	White	$8.95
56532R748	Yellow	$8.95

Pleasing

THE EXCLUSIVE up front alarm bar. Press it to set alarm. Press it to turn alarm off. Red indicator flag tells you when alarm is set. The bar's up front so there's no groping for backside controls.



1 **BELL TIME TOUCH ALARM CLOCK** Exclusive Sunbeam up-front alarm bar. Press it to set alarm. Press it to turn off alarm. Red indicator flag tells you when alarm is set. Delightful bell tone wakes you with pleasing sound. Modern sculpture case in soft beige colortones with neutral vertical design

56536R703		$10.95
56537R831	With Lighted Dial	$12.95

2 **ASSURED TIME TOUCH ALARM CLOCK** Features the exclusive Sunbeam up-front alarm bar. Press it to set alarm. Press it to turn off alarm. No groping for backside controls. Modern sculptured case in soft beige colortones. Textured dial.

56538R593		$8.95
56539R703	With Lighted Dial	$10.95

DESIGN Unique, curved crystal gives maximum visibility from all angles. Easy-to-read numerals, efficient alarm. Modern case comes in neutral color to blend with any decor. 3¼" x 3¼" x 2¼" deep.

56518R278		$3.95
56535R395	Lighted Dial	$5.95

PREFERRED Popular modern alarm comes in seven styles. All are 4½" x 3¼" x 2" deep.

Lighted Dial—Regular Alarm

56515R461	Beige	$6.95
56541R461	Blue	$6.95
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Lighted Dial—Wink-Awake Alarm

56540R593	Beige	$8.95

Regular Dial—Wink-Awake Alarm

56514R395	Blue	$5.95

SLUMBERWOOD Distinctive case blends genuine oiled walnut with deep gold colortone. Wink awake-alarm wakes you, lets you sleep an extra 10 minutes, then wakes you again. 6½" x 3¼" x 2" deep.

56516R593		$8.95
56517R703	Lighted Dial	$10.95

FUTURITY Accurate alarm with modern sculptured case and raised crystal

4½" x 3¼" x 2" deep

Regular Dial, wink-awake alarm.

56559R461	Brown	$6.95

Lighted Dial, regular alarm

56560R627	Grey	$7.95

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The toy even grown-ups like! Unique link toy for pre-school and older children. A chain of eight brightly colored, unbreakable plastic links that form all sorts of fascinating shapes.

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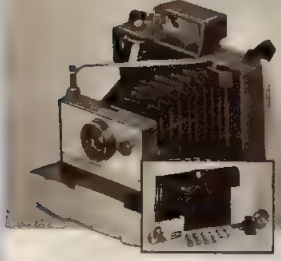

Polaroid "210" outfit

Separately $66.60 **59.88**

Save $6.72 on outfit! The "210" takes 3¼x4¼-in. color or Black/White snaps that develop outside camera. Rangefinder/viewfinder. Automatic electric eye. Duplet lens. Incl. camera, flash, case, twelve M-3 bulbs, black/white film pack.
Mailable. Low monthly terms.
V55 J 4337. Outfit. (8 lbs.) . 59.88
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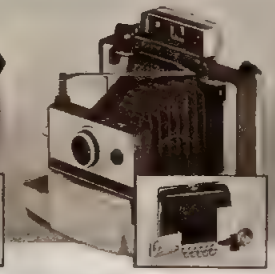
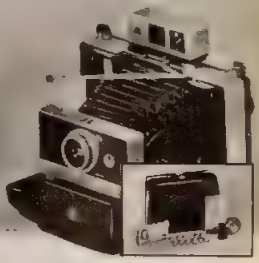


Polaroid "230" outfit

Separately $108.67 **99.88**

Save $8.79 on outfit! The "230" has all the features of "210" **plus** triplet lens for sharper prints. **Plus** folding double image coupled rangefinder/viewfinder. Take B/W snaps indoors without flash!
Includes: camera, carrying case, flash, black/white film pack, twelve M-3 bulbs.
Mail. Low monthly terms.
V55 J 4342. Outfit (8 lbs.) . 99.88
V55 J 4343M. Camera only (5 lb) 85.95
55 J 4307M. Flash only. (15 oz.) . 7.98
55 J 4314M. Case (2 lb 12 oz.) . 10.98
See flashbulbs sold separately at left



Polaroid "250" outfit

Separately $152.52 **139.88**

Save $12.64 on outfit! The "250" is the most advanced of the automatic Polaroids. Get same features as "230" **plus** superimposed Zeiss-Ikon image type rangefinder/viewfinder automatically frames picture, whatever distance of subject from lens.
Includes: camera, flash, carrying case, color film pack, and twelve M-3 bulbs.
Mail. Low monthly terms.
V55 J 4303. Outfit. (8 lbs.) 139.88
V55 J 4304M. Camera/flash (5 lb) 135.50
55 J 4314M. Case. (2 lb. 12 oz.) . . 10.98
See flashbulbs sold separately, far left.

Polaroid accessories and film for cameras above

(1) POLAROID ALBUM. Holds 3½x5-in. prints; 4 pages (32 plastic pockets). Black or Brown. State color
55 J 4362M (2 lbs.) 2.98
55 J 4363M **4 Extra Pages.** (14 oz) 1.49
Album for Swinger. Holds to sixty-four 2½x3¼-in. prints. Black or Brown
55 J 4365M State color. (2 lbs) . 2.98
55 J 4367M. **4 Extra Pages.** (12 oz) 1.49

(2) PORTRAIT KIT. One extra lens to fit over camera lens. Fits over rangefinder to close distances and provide parallax corrected image in viewfinder.
For Polaroid "250". (15 oz.)
55 J 4320 . . . . . 8.74
For Polaroid 100, 101, 103, 230, and 240.
55 J 4349 Sh. wt. 14 oz. 8.74

(3) SELF-TIMER (not for Swinger). Pre-set timer automatically snaps from five to 15 seconds. (10 oz.)
55 J 4348. . . . . 5.49

(4) DEVELOPMENT TIMER attaches to camera strap. Accurately times to 2 minutes. Color or black and white prints develop perfectly every time. No more spoiled shots due to poor timing. For all Polaroids.
55 J 4347. Shpg. wt. 8 oz. 6.48

(5) FILM for Polaroid 100, 101, 103, 104, 210, 220, 230, 240, and 250. Eight exposures. Shipping weight 12 oz.
Type 108 Polacolor. ASA 75.
55 J 4311. Pack 4.55. . . . . 3 packs 12.99
Type 107 Black & White. ASA 3000.
55 J 4310. Pack 2.27 . . . . . 3 packs 6.66

"Swinger"...lowest-priced Polaroid

19.95 Complete Outfit Camera Only **14.88**

Save $2.72 on outfit! Takes pictures, makes prints on the spot. Just aim, twist knob until viewfinder says "yes" and shoot.
1/200 sec. shutter speed—no focusing required. Uses roll film and takes Black/White pictures only. Shots develop outside camera in 15 seconds. Built-in flash uses AG-1 bulbs.
8 exposures per roll, 2½x3¼ in. prints. Includes: camera, case, film (type 20, ASA 3000), 12 flash bulbs.
55 J 4322. Mailable. (4 lbs. 12 oz.) . . . . . Outfit 19.95
55 J 4323M. Camera only. Shpg. wt. 3 lbs. 2 oz. 14.88
55 J 4327M. Case only. Shpg. wt. 1 lb. 11 oz. 4.95
55 J 4324. **Film for Swinger.** (10 oz.) Roll 1.69 . . . 3 rolls 4.98
55 J 3527. **AG-1 Flash Bulbs.** 12 in pkg. (10 oz.) . 2 pkgs. 2.29

See Page 277 for low Budget Power monthly terms—No Money Down

Lucky Duck Enterprises Inc 16 Shelly Terrace W Orange N J
Marlon Creations Inc 29-04 37 Ave LIC 1 N Y
Parti-King Inc West Warwick R I
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SIFO CO THE Seventh Ave N at Lyndale Ave Minneapolis Minn 55411

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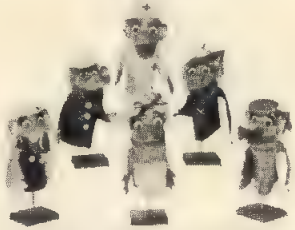

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MADE OF COLORFUL FELT,
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EASY AND FUN TO MANIPULATE,
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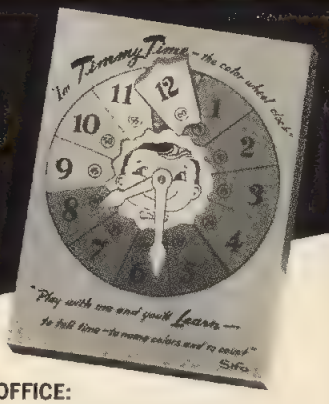

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MOTORIFIC QUICK-CHANGE MIGHTY MIXER—IDEAL. A truckload of fun! You get a rough and rugged truck that's a realistic replica of the "real thing," plus a finely detailed truck chassis and motor that will fit *any* Motorific truck body. Works on any smooth surface.

4561-7DT267 .....$4.00
As Above, "Mighty Hauler."
4562-3DT267 .....$4.00
As Above, "Fire Patrol Pumper."
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MOTORIFIC CORVETTE STING RAY—IDEAL. Contains a finely detailed customized Motorific body, chassis and motor, plus a conversion pin for use on Ideal's Torture Track racing circuit (not incl.). Start your fleet of Motorific sports and racing cars with this ready-to-go set!

4156-6DT199 .....$3.00
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MOTORIFIC G.T.O. TORTURE-TRACK—IDEAL. Features multi-level whirl-around ramps that send cars spinning upward until they finally come tooling down to a series of tough-to-take tests! Includes 27 curved, 18 straight tracks, cross-over, "Y" switches, spring and horsepower tests, one car incl.

4222-6DT1330 .....$20.00
4589-8DT667
Alcan Highway Set Less pieces $10.00

Action-Packed Toy Vehicle Outfits

(A) SWITCH 'N GO TWIN GT CAR SET—MATTEL. With new flexible tube track—cut it, join it—unlimited track layouts! Four bridge sections permit crossovers and multi-level layouts. Includes 2 racers with hill-power gear, 2 master air controls, auto. gate crossing, 60" track, flip and air crashes, and more!

6112MT997 Batteries not included. $16.80

(B) MIDGET MOTORS MIGHTY MIKE JEEP OUTFIT—REMCO. Action every second with this climb-action-traction jeep. Switch on Mighty Mike's powerful little motor and she'll climb anything—just like a tank. With trailer, camper, wrecker accessory units.

776RJ667 Includes 2 bridges, 6 obstacle tracks. $10.00

(C) SWITCH 'N GO BATTLE SET WITH 2 TANKS—MATTEL. The tanks fire missiles by remote control to flip each other, "explode" pillbox. Pillbox fires missiles at tank automatically! New flexible tube track can be cut, joined, etc. Incudes 60" track, switches, etc.

6114MT997 Batteries not included $16.80

(D) BATMOBILE DASHBOARD—REMCO. Exciting! Comes with ignition key. Features moving windshield wiper, working directional signals, horn that honks, rear-view mirror, glove compartment with road map, accelerating speedometer. 13¼x6¼x9¾" high.

793RJ597 .....$9.00

A

C

B

D

E

F

(E) TRI-LEVEL SERVICE STATION—COHN. Metal station with multi-level parking. Features revolving car lift, plastic cars, accessories and attendants. Exit ramp from upper level to street level. Nut and bolt assembly. 25" long, 14½" wide, 14½" high. Wonderful gift idea—keeps a group of kids intrigued for hours.

8007C467 .....$7.00

(F) BATTERY OPERATED TRI-LEVEL SERVICE STATION—COHN. Tri-level service station with parking garage. Manual and battery operated elevators. Modern poly cars, accessories and attendants. 25" long, 16" high, 10" wide. Exciting station with the added fun of battery operation.

876TC597 .....$9.00

(G) TEXACO GAS PUMP—WOLVERINE. Big steel replica of the real Texaco gas pump, finished in Red enamel. Turn crank and bell rings as dials register gallons and tenths of gallons. Realistic hose, sturdy nozzle with clicker in handle. Storage compartments in back. With sponge, spray bottle

100WT663 30x12x14" wide $10.00

(H) BOB CAT TANK—REMCO. With exclusive climb-action-traction. Amazing climbing ability! A replica of a real army tank. Fires shells automatically, 4 shells to clip. Roars over every obstacle! Forward and reverse gears. Plastic.

719RJ467 14½" overall $7.00

G

H

MODEL MOTORING ... HO SCALE

AURORA

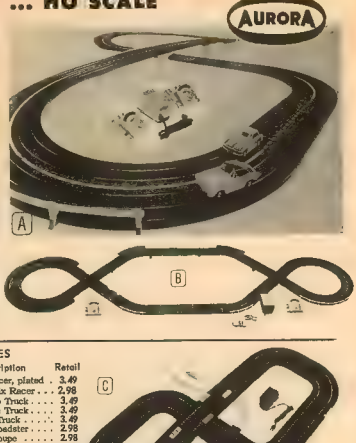
AURORA "THUNDERJET" SPEEDWAY SETS

A great achievement in model road racing. Both sets below feature new Thunderjet 500 motor cars, guaranteed to outperform any other slot car motor on the market. Has actually been clocked exceeding the speed of sound in scale miles per hour. Yet, amazingly quiet. Sounds like real engine. No scratchiness, no tinniness

(A) TWO-LANE, TWO-CAR SET. Two Thunderjet 500 cars, two speed controls with reverse switch and brake, 16 sections straight, curved and terminal track making a pretzel-shape over and under layout, trestle set and Power Pack.
AU-1302X1597 Ship. wt. 8 lbs. . . . . Retail $24.95

(B) DUAL EIGHT SET. Two Thunderjet 500 cars, two speed controls with reverse switch and brake, plus a double-eight track layout consisting of five 9" radius curved ¼ sections, four 9" radius curved 1/8 sections, seven 9" straight sections, one 9" straight terminal section, two squeeze tracks, an automatic lap counter, criss-cross track, trestle set, Power Pack.
AU-1310X1897 Ship. wt. 6 lbs. . . . . Retail $29.95

(C) FOUR-LANE, FOUR-CAR SET. Four Thunderjet 500 cars and four racing type speed controls, six 9" radius curves, six 6" radius curves, fourteen 9" straight road sections, four 6" straight road sections, two 9" terminal straight sections, a set of 6 trestle posts and Power Pack.
AU-1308X2597 Ship. wt. 9 lbs. . . . . Retail $39.95



AURORA CARS, TRACKS AND ACCESSORIES

Cat. No.	Description	Retail
AU1347X165	Racing Spd. Cont.	2.49
AU1348X235	Speed Control with Reverse Switch and Brake	$3.49
AU1349X397	DC-1 Power Pack	5.95
AU1512X65	Bump Track	.98
AU1513X135	Corner Crossover pr.	1.98
AU1594X100	Spiral Support Set	1.49
AU1466X999	Traffic light	14.95
AU1514X35	9" Curv.2-lane Rd.	.49
AU1515X35	5" Strt.2-lane Rd.	.49
AU1516X35	7" Strt 2-lane Rd.	.49
AU1517X35	9" Strt.2-lane Rd.	.49
AU1518X35	6" Curv 2-lane Rd.	.49
AU1519X40	9" Curv.2-lane Rd.	.59
AU1520X65	9" Term.Strt.2-lane Rd.	.98
AU1521X335	9" Manual turnoff, pr.	4.98
AU1522X200	2-lane RR crossing	2.98
AU1523X165	90° 2-lane inters	2.49
AU1524X135	9" 2-lane Crisscross	1.98
AU1526X100	9" Auto. Lap Counter	1.49
AU1527X35	6" Strt.2-lane Rd.	.49
AU1528X40	12" Curv.2-lane Rd.	.59
AU1529X35	Trestle Ext. (12)	.49
AU1532X65	32-pc. railpost set	.98
AU1355X179	Thunderbird Roadster	2.98
AU1356X200	Corv. Stingray	$2.98

Cat. No.	Description	Retail
AU1360X235	Indopis Racer, plated	3.49
AU1361X200	Grand Prix Racer	2.98
AU1362X235	Mack Dump Truck	3.49
AU1363X235	Mack Stake Truck	3.49
AU1364X235	Int'l Tow Truck	3.49
AU1365X200	Hot Rod Roadster	2.98
AU1366X200	Hot Rod Coupe	2.98
AU1368X200	Ferrari	2.98
AU1371X200	Mustang Conv.	2.98
AU1373X200	Mustang 2 4-2	2.98
AU1374X200	Ford G.T.	2.98
AU1375X200	Cobra G.T.	2.98
AU1376X200	Porsche	2.98
AU1377X200	Chaparral	2.98
AU1378X200	Lola G.T.	2.98
AU1449X100	Pit Kit Carry Case	1.49
AU1462X65	"500" Hop Up Kit	.98
AU1463X135	9" Rad. 2-lane banked curv. adapter (w/circ). Pair	1.98
AU1465X665	2-lane rem. elec. lap counter w/9" trip track sec	9.95
AU1506X49	Cobble Stone Track	.69
AU1509X200	Bridge w/Track set	2.98
AU1507X135	9" Auto. strt. trk.	1.98
AU1508X135	Bridge Track(pr.)	1.98

NEW AURORA 1/32 SCALE "A-JET" RACING SET AND ACCESSORIES

Exciting new set consisting of two new 1/32nd scale cars, a Power Pack with plug in feature, two speed controls with braking action and plug in feature, 14 sections curved and straight roadway, a set of speed corners, set of guard rails and rail posts, and a set of trestle posts.
AU3200X2597 Ship. wt. 10 lbs. . . . . Retail $39.95

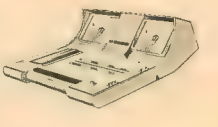
ADDITIONAL CARS . . . EXTRA TRACK AND ACCESSORIES

AU3251X530	Ford GT	Retail $ 7.98
AU3252X530	Pontiac GTO	Retail $ 7.98
AU3253X530	Mustang 2+2 Fastback	Retail $ 7.98
AU3254X530	Corvair Corsa	Retail $ 7.98
AU3255X530	Plymouth Barracuda	Retail $ 7.98
AU3210X270	Speed control with brake	Retail $ 4.98
AU3212X65	12" Section Straight Roadway	Retail $ .98
AU3213X135	12" Section Terminal Roadway	Retail $ 1.98
AU3214X65	14" Section 60° radius curved roadway	Retail $ .98
AU3215X60	14" Section 30° radius curved roadway	Retail $ .98
AU3216X65	21" Section 30° radius curved roadway	Retail $ .98

GTX RACE CAR CARRIER

All racing equipment can be easily located in this tough molded polypropylene case which contains 11 fitted pockets for spare parts and tools. Additional pockets hold cars, controller, lubricants, etc. All items well protected and within easy reach. Shell is molded and latches and hinges meet luggage specifications.
IMC-420X465 Sh. wt. 3 lbs. **$6.95**

KF DYNAMOMETER. Now you can check the speed of your slot car under actual racing conditions. Checks the efficiency of your tires, bearings, brushes, armature, etc. Immediate speed reading. Adjustable bumpers for HO, 1/32, 1/25 and 1/24 cars.
KF-UL69X2097 Retail $29.95
STR-8376X350 Copper Track Tape. Self-adhesive. 90-ft. 4.98



A FOND MEMORY OF EVERY MAN'S YOUTH

This figure of a boy and his coaster wagon dominated the Century of Progress Exhibition in 1933. The wagon was the RADIO FLYER—then and now, the world's most popular coaster wagon. For 50 years, Radio Steel & Mfg. Co. has built quality wheel goods. The RADIO FLYER is the product leader of the Radio Line featuring: steel wagons, wooden wagons, scooters, Baby Karts, Baby Walkers, toy wheelbarrows, and a whole line of garden carts and wheelbarrows.

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A FOND MEMORY
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RADIO
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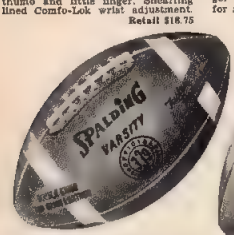
RADIO FLYER

4608A1200—Rawlings' Mickey Mantle Autograph Glove. Made of heavy-weight leather with cowhide lining Spiral laced speed trap web, deep well pocket and skip laced down thumb and little finger. Shearling lined Comfo-Lok wrist adjustment.
Retail $18.75

4609A880—Endorsed by Harmon Killebrew. Grip-Tite pocket is large and deep. Fast closing action with snap action palm lacing Leather laced finger tips and palms. Full web design for sure handed trapping
Retail $13.20

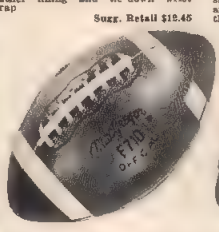
4409A800—Spalding's "Whitey Ford" Signature Glove. A versatile full size glove with a two-ply Supple-Flex web and spiral-wrapped whipping. Has narrow L-Shaped heel design with full leather lining and tie-down wrist strap
Sugg. Retail $12.45

4626A767—Wilson's "Bob Allison" Glove. Tie-Down web for maneuverability and fast play Large, deep grease-set pocket. Fine glove leather. Snap-Action, leather palm lacing and leather lined throughout. Welted, streamlined back fingers. Leather finger tip and wrist lacing. All stitching of nylon thread.
Sugg. Retail $10.80

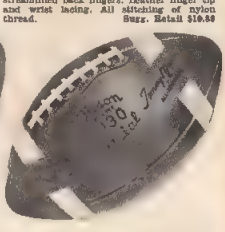


4610A655—Tucker Frederickson Official Football. Made of select pebble-grain cowhide leather with exclusive Spalding tannage for finest feel and control Rugged double lined construction. Double cowhide lacing Official size, shape and weight. Tan with White Bands.
Retail $9.50

Collegiate Football Kit
3400A841 — Complete football kickoff set. Contains a long wearing official football with water-proof, scuff-proof rubber cover plus a bright yellow plastic kicking tee and handy inflating pump. The tee is the same design as that used in most professional, collegiate and high school games Ship. wt. 3 lbs.
Retail $13.50



Mike Ditka Official Football
4410A657—Finished in grain leather with leather laces, the ball has a double lining and white stripes around each end.
Sugg. Retail $10.50

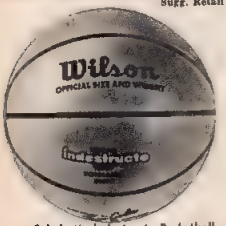


Tommy Mason Autograph Football
4611A710—Made of full pebble-grain cowhide panels crafted with care to form cover. A rugged, double fabric lining holds shape. Rubber valve bladder double laces. Official size and weight. Tan leather with two white stripes.
Retail $10.80

Collegiate Basketball Set
3533A1031 Convert your backyard into a playground with this kit Set contains official Collegiate basketball with a Nylon 60 carcass encased in a long-wearing rubber cover, plus sturdy ½" steel "Net-Lock" goal and net. Rules for 1-goal games and mounting instructions included Ship wt. 10 lbs.
Sugg. Retail $16.10
2334A765—Official Collegiate basketball only
Sugg. Retail $11.95

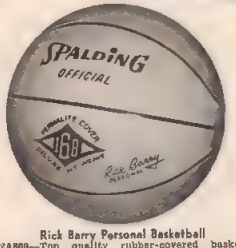
Collegiate Tetherball Set
3533A1876—This set provides a complete game for backyard or beach. Tetherball is becoming one of the nation's fastest growing games as it provides for a variety of team games. Contains long wearing official tetherball with durable lining and stingless rubber cover compact 10', 3-section pole 8" ground sleeve, installation instructions and games rules. Ship. wt. 15½ lbs.
Sugg. Retail $31.45

MacGregor Basketball and Goal Set
4412A880—This set contains the F933 basketball and the S10G "Net Hook" goal with net. Ball is official size and weight with nylon wound carcass and pebble grain finish. Goal is official size 18-inch diameter ring of ½-inch round steel Orange baked enamel finish. Net is No 30 thread. Ship wt. 5 lbs
Retail $13.50



Scholastic Indestructo Basketball
2120A480—Features endorsement by famous star, Tom Gola. Ideal for play on any court surface Composition cover Nylon 30 carcass, official size and weight Orange in color
Sugg. Retail $8.50

Collegiate Indestructo Basketball
3247A692—Autographed by Jerry West. Gives top performance in rugged play Has pebbled composition cover and a high quality nylon 60 carcass. Official size and weight Orange in color
Sugg. Retail $12.50



Rick Barry Personal Basketball
4182A869—Top quality rubber-covered basketball with Orange Permalite outer cover. Rugged Ny-Weave inner construction consisting of two miles of steel-strong nylon winding Tough butyl rubber valve bladder Official size and weight.
Sugg. Retail $12.45

SAFARI™

Built with extra features not found in other portables. Combines full-size keyboard and office machine performance with convenient portability. Fingertip control panel puts all controls up front for speed and convenience. Paper glides in straight with Roll 'n Ready Paper Feed. Instant margin set with Magic® Margin. Twin-Pak® ribbon cartridge lets you switch ribbons in seconds without touching inky ribbon. Type columns easily with Magic® Column setting. Center of paper can be located at a glance with Magic® Meter. Line Finder for typing between lines. Touch Control® for light, medium, or heavy touch. Two-color ribbon and Stencil control. Pica, Elite or Spencerian type. (See type samples below.) **Specify color.**

808N8760—Pica
876N8760—Elite
880N8760—Script **Sugg. Retail $117.50**

Choice of Blue (shown)

Shipping weight 22 lbs

GUARANTEED 5 YEARS

INCLUDED
Deluxe carrying case styled to complement your finest airline luggage.

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THE MOST FAMOUS NAME IN TYPING

EXTRA EXCLUSIVE FEATURES . . . EXTRA DEPENDABILITY. . . EASIEST TO USE

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- GUARANTEED FIVE YEARS*

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Lustrous leather grain vinyl luggage style carrying case.

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Full-featured for professional performance. Full-size keyboard with dual action Tabulator. Quick Set margins and Variable Line Spacer. Margin release/anti-jam key and 1 1½ 2 line spacing. Types between lines with Line Finder. Hideaway paper support. Choose Pica or Elite Type. Available in Gray color (shown).

904N5220—Pica
905N5220—Elite

Sugg. Retail $69.95

This is Pica type...this is Elite type
Small Spencerian (12 characters per inch)

ROYALITE

Handsome slimline "Console" carrying case

Shipping weight 12 lbs

GUARANTEED 5 YEARS

Finest quality at a budget price. Full-size keyboard. Roll 'n Ready Paper Feed inserts paper ready to type. Magic® Meter finds center of page for even margins. Visible Margin Controls. Completely enclosed bottom seals out dust and dirt. Choose Pica or Elite type. Available in Beige color (shown).

906N4050—Pica
907N4050—Elite

Sugg. Retail $52.50

*Royal Typewriter Company, Inc., guarantees replacement at no charge, other than labor and shipping, of any defective part (except rubber parts, ribbon or parts damaged by accident or misuse) within 5 years of purchase. No labor charge within first 90 days. Guarantee covers only original purchaser.

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Remarkably fast, easy to learn. Fingers are matched to keyboard by colors — begin to touch-type within one hour. With application, complete the entire course in just one week! The Color-Key Touch Typing Course is provided FREE with every REMINGTON Portable.

This is Pica

This is Elite

This is *Script*

THE "STREAMLINER"

The budget-priced portable with these expensive features: **Armor/Shield** construction for accident-proof protection. Won't chip, dent or rust . . . tougher than metal. **Lightweight** but sturdy never "creeps." Built to last! **Variable line spacer.** Both single and double line spacing. **Full 84 character keyboard.** Available with Pica type. Durable, good looking built-in carrying cover

866N3910—Streamliner Typewriter

Suggested Retail $58.00

THE "TEN FORTY" . . . moderate price with deluxe features

The **TEN FORTY** medium-priced portable with luxury features: **Armor/Shield** construction, accident-proof protection. **Dial-a-Touch Control** for the right "feel" in typing—light, heavy or anywhere between. **Flip-Top** cover for quicker, easier cleaning and ribbon changing. **Key-Set Tabulator**—one lever sets and clears tab stops. Full size standard keyboard. Available in **Ivory** or **Turquoise.** Choice of Pica, Elite or Script (on special order) type. Carrying case included. **Specify Color.**

881N5850—Ten Forty Typewriter—Pica
882N5850—Ten Forty Typewriter—Elite
883N5850—Ten Forty Typewriter—Script

Sugg. Retail $86.50

Remington office machines

Model 10811

Model 8

Model 100

ELECTRIC ADDING MACHINES

Model 10811

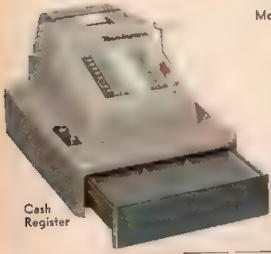
844N7552—A low cost heavy duty hand operated adding machine, direct subtracting, single stroke answers. Jam-proof keyboard; automatic jump totals and subtotals; self correcting keyboard. Lists 8, totals 9 columns

Retail $99.50

Model 8

855N6034—Compact electric adding machine combines business-machine performance with lightweight portability. It has a 10-key keyboard. Lists 8 columns, totals 9. Durable "cycolac" molded case, transparent paper knife with serrated edge. Built-in interlocks provide greatest accuracy. Weight 9 lbs., size of base 6"x10"

Retail $79.50



Cash Register

HAND OPERATED CASH REGISTER

845N14042—Remington Cash Register. Bookkeeping cash register and adding machine. Self balancing, subtracts paid-outs, cash in drawer always balances with total on tape, locked-in totals, subtotals, one key, fiveway lock, tamper-proof tape, nine designation keys. Size 13¾" L., 13¾" W., 10¾" H. Ring-up $9,999.99. Total $99,999.99.

Retail $222.00

Model 100

856N11347 A fully electric adding machine. 115 Volts AC-DC. Ten key keyboard, add bar, subtract bar, sub-total, repeat, total and correction, column capacity 7 listing, 8 totaling. Beige case. Instruction Book, Dust Cover, Rec. of Tape and Ribbon. 14" L., 9" W., 7" H. Ship. wt. 24 lbs.

Retail $149.50

Retail Prices Are Suggested Only and May Vary in Different Trading Areas

FUN FOR THE ADULTS

FOLDING POKER TABLE. Northern Beech hardwood with 2" sq. folding legs. 8 chip troughs, glass nooks. 8 ash trays incl. FOB Wisc. 57" top overall, 46" playing surface. 30" high.
With Padded Vinyl Top. Green, Saddle Tan, Maroon, Brown, Ant. White Yellow. Finish Natural finish Specify top color.
D6250214777 Shpg. wt. 62 lbs. **$73.50**
With Padded Felt Top. In Green, Maroon, Brown or Turquoise Finishes: Mahogany or Frontwood. Specify top color and finish.
D6250115765 Shpg. wt. 62 lbs. **$88.70**
D62503T1050 Hardboard Service Top for above **$16.00**

ALL-PURPOSE WORK and PLAY POKER TABLE. Tempered hardboard top converts top to smooth surface. Seats 8. Douglas fir frame with positive locking steel folding legs for rigidity. Harvest (natural) finish. Billiard green felt top. Has 8 chip troughs and 8 built-in glass holders. 8 glass ash trays included. 46½" top overall; 32½" playing surface; 30" high.
D6250412457 FOB Wis. Shpg wt 45 lbs. **$37.80**

Replogle

WORLD GLOBES

EDUCATIONAL • ACCURATE • UP-TO-DATE
A gift the whole family will enjoy

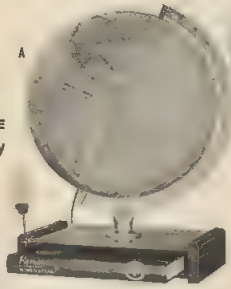
(A) FOR YOUR COMPLETE REFERENCE, this handsome 12-inch illuminated globe is combined with a comprehensive 400-page world atlas containing detailed U.S. and foreign country maps, gazetteer, valuable world information. Fits in specially designed wood base. Top and bottom of base have mar-resistant high pressure plastic finish in walnut wood grain, sides are solid walnut. Greatly detailed globes; exceptionally legible type; numbered meridian has satin-gold finish. U.L. approved, operates on AC or DC, 110 v Handy snap-on switch on cord.
6206812437 Ht. 16½", wt. 9½ lbs. **$39.95**
Same model with non-illuminated globe ball. Wt. 8½ lbs.
6206911644 **$26.95**

(B) THRILL TO NATURE'S EXCITING CONTRASTS with this beautiful 12 inch globe in raised relief Understand better how elevations create climate, affect populations, boundaries Greatly detailed map in 10 bright colors shows each country clearly. Illustrates the flow and direction of ocean currents. Patented "Space Flight" mounting—a twist of the knob brings any area instantly into view Solid walnut upright, base ring and numbered meridian have rich satin-gold finish.
6206511034 Ht. 14½", wt. 4½ lbs. **$16.95**

(C) CHILDREN LEARN FASTER, UNDERSTAND MORE with this large, sturdy 12-inch globe. Shows every country clearly and thousands of important places that occur in their studies Numbered meridian locates places quickly; time dial tells time around the world. Satin-gold finish on metal meridian and base
6205716668 Ht. 16", wt. 6 lbs. **$10.95**

(D) 12-INCH FLOOR MODEL ON DUNCAN PHYFE PEDESTAL BASE. Beautiful illuminated globe mounted on solid walnut, hand-carved base offers a full view of the globe for quick, easy reference Full numbered meridian moves within semi-circular fork; both richly brass-plated
6206713897 Ht 34½", wt. 9½ lbs. **$59.95**

(E) AS VALUABLE FOR REFERENCE AS IT IS DECORATIVE. 12-inch illuminated globe with full meridian mounting has rich satin-gold finish on numbered meridian and base Clear, easy-to-read map in 10 colors; when lighted, each of its thousands of place names leaps into greater brilliance. Handy snap-on switch on cord.
6206516644 Ht. 16½", wt. 7 lbs. **$26.95**



Beautiful!
ILLUMINATED GLOBES
HANDCRAFTED
For Utmost Accuracy

on parade

Sun Streak 500 features new twin stick drive and easy action steering by means of the feet. Has fast starts and stops. Made of heavy gauge steel and has enamel finish. Sun Corp., Barberton, Ohio.

Georgian House is southern style mansion. House has six rooms, washable wallpaper, shutters, flower boxes on porch. Available in white with green trim. Realistic Toys, Inc., Mount Vernon, N.Y.

Honda Super Hawk scrambler in model kit form is authentically detailed ⅛ scale. Detailing includes engine, wiring, fuel and oil lines, and control cables. Revell, Inc., 4223 Glencoe Ave., Venice, Calif.

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REVELL

VENICE, CALIF. — Dominating the new lines from Revell, Inc., are space items and home slot car racing sets, with a total of 20 new plastic models and six home racing sets.

A 1/48 scale Apollo Spacecraft heads the list of new plastic model kits. The kit includes a command module, service module, launch escape system, lunar module, and Apollo-Saturn LM adapter section.

All the Apollo elements fit together and come apart to show how the real thing works. Besides the 1/48 scale, there will be a 1/96 scale version

Second big new kit is the SST—supersonic transport. A detailed model of the forthcoming Boeing jet has variable sweep wings and a "droop-snoot"

To round out the space and speed line there will be an authentically detailed model kit of an astronaut complete with all his equipment. The model is approximately 12 inches high.

In the racing area, six new sets bring the total Revell line to 12, ranging in price from $30 to $100. The sets will accommodate both 1/31 and 1/32 scale cars, including Camaro, Ferrari Tipo 555, Mustang, Porsche RS-60, Lotus 23, and Chaparral.

Banked track, 90 and 180 degree turns give Revell's new sets high speed capability. More accessories have been added, including lap counters and switch-overs.

New model airplane kits include the Curtiss P-40E Flying Tiger, Messerschmitt Bf 109F, Bell UH-1D helicopter and Bell Huey Cobra Helicopter, all in 1/32 scale.

Of the 1967 model ships, models include the Nationalist Chinese

REVELL'S APOLLO

Frigate Tai Chao, Cruiser U.S.S. Pittsburgh, Aircraft Carrier U.S.S. Enterprise, Hospital Ship U.S.S. Repose, Battleship U.S.S Arizona, German Cruiser Prinz Eugen and H.M.S. Ark Royal Aircraft Carrier with Tribal Class Destroyer. There will also be a three-foot sailing ship, the Pedro Nunes.

From the automotive world comes a 1967 De Luxe Volkswagen station wagon, a Studebaker "Miss Deal" Funny Car, along with a "Dodge Revellion" Funny Car, all in 1/25 scale.

Rounding out the line is a 1/8 scale Honda Scrambler Motorbike.

In its annual model contest, Revell this year is giving away a full-scale, 19-foot Gemini capsule. Youngsters need only send their names and addresses on the end panels of any Revell kit

In a previous contest, Revell gave a nine year old boy his own F86 jet fighter, full size

NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES

SKIL CRAFT

CHICAGO — Skill Craft Playthings, Inc. is featuring new lithography in its 1967 steel cabinets housing the line of Science Labs. Handy Andy Tool Chests have also been dressed up with new lithography in bright color combinations

In addition to restyling and updating the domestic lines, Skil Craft has also added new products to the lines of imported telescopes, microscopes and tool sets in wooden chests introduced in previous years.

NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES FOR 1967 •

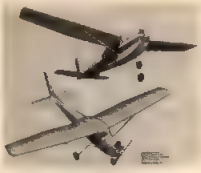
GOLDBERG

CHICAGO—Announcement has been made by Carl Goldberg Models, Inc., of production of a Cessna Skylane 62 flying model kit.

The Skylane has sheeted leading and trailing edges, husky spars, and see-through cabin with doubled 1/8-inch plywood sides.

Novel feature is that each panel is completely assembled before removing from the building board, including hinged ailerons and all top and bottom sheeting.

The ship flies on anything from a single channel to proportional and, while intended for engines from .19 to .35 it will handle slightly larger sizes.



GOLDBERG'S CESSNA

NEW LINES FOR 1967 • NEW

MERRY

CINCINNATI — Introduction of 18 new products and nine merchandisers, extensive improvements in holdover items and expansion of the Play Like Mommy & Daddy assortment highlights Merry Manufacturing Co.'s 1967 line

The firm's Play Dress-Up jewelry line, introduced last year, has been expanded with the addition of two new 59¢ and four new $1 items. Merry Play Sets have also added new numbers.

DOUGHBOY

NEW RICHMOND, WIS. — A whole new series of plastic punching toys featuring popular cartoon characters is being introduced by Doughboy Industries, Inc.

Top of the line is Casper the Friendly Ghost in two different situations on a punching toy 50 inches high.

Other characters being introduced are Herman and Katnip, Baby Huey and Papa and Wendy the Good Little Witch.

Another punching toy is 54 inches high and has a musical base. Strings the Banjo King is pictured as a clown holding a banjo.

A new series of inflatable plastic pools has pictures of bears, monkeys, cats, pirates, and stone-age characters on the bottoms. The pools come in a variety of sizes made of pebble embossed Duraflex vinyl. There are a total of 11 pools in the wading line.

A new model of the firm's Flip-n-Fill pools is being introduced, with pictures of sailboats around the sides The smaller pool is 4' x 12' with a capacity of 94 gallons and the larger is 6' x 15' with a capacity of 265 gallons. The pools are packed in a carton, flip open into sturdy circular shapes.

The company's Silverline aboveground pools are being shown in four models for 1967, from the Silver Bay at 18 feet to the Silver Ocean at 28 feet. A hopper bottom makes the Silver Ocean 8½ feet deep at one end.

DOUGHBOY'S CASPER

NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES

WORCESTER TOY

WORCESTER RING GAME

WORCESTER, MASS.—A polyethylene ring toss game is being offered with Worcester Toy Company's new toy line. The game has three rings and a post with a clown's head on top.

A new kitchen play set contains detailed miniature appliances including percolator, toaster, waffle iron, skillet and electric carving knife. Also available are Kitchen Tool Set, Canisters, and service pieces, decorated in strawberry pattern.

The Tole Tea Set has a tinware type teapot, cups, creamer, and sugar bowl. Rooster decoration on all plates and saucers is traditional. Set includes metalized utensils.

The English China dinner set features all the key pieces including centerpiece with colorful fruit, covered tureen, double vegetable dish, soup bowls, dinner plates with decorations, candlesticks, butter-dish, and dinner bell.

New bird design graces the traditional Hobnail Milk Glass tea set. Set includes 47 pieces made of polystyrene.

The Aloha features square plates and saucers with light blue decoration. Forty-seven pieces include teapot, cups, creamer, goblets, sugar bowl and flatware.

The Calico and the Doll have services for six with calico floral design on one and a doll on the other.

NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES FOR 1967 •

BEN COOPER

BROOKLYN—A new set of masks and capes has been added to the line of Ben Cooper, Inc. The Official Marvel Super-Hero mask and cape set features characters from Marvel Comics.

Included are the Mighty Thor, Spiderman and Captain America, available in a sample pack of two dozen

The play outfits, to tie in with the national exposure of these characters on TV and in comic books, are bagged with an attractive header for display

NEW LINES FOR 1967 • NEW

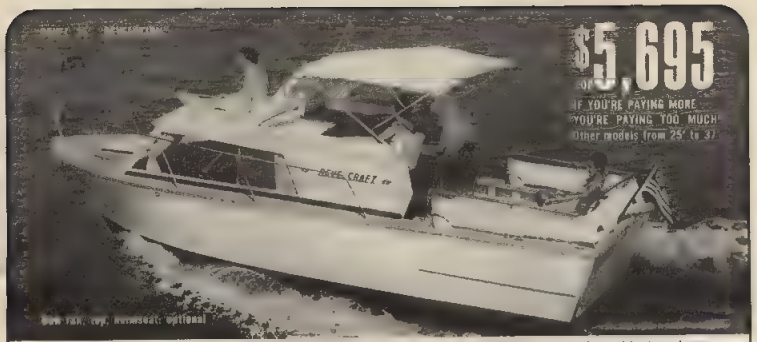
CARDINAL INDUSTRIES

BROOKLYN—A new version of an old favorite—bingo—is being introduced by Cardinal Industries, Inc. The game is electric, with a battery-operated sphere to release the numbers

Also being introduced is a new box game called Easy Bridge. The game serves as a visual guide for the beginner with printed rules, scores and instruction.

Cardi Imports division is promoting a line of popular priced horses and buggies and sulky tricycles manufactured in Italy The division is also showing its first line of quality Italian all-wood guitars and pianos.

CARDINAL ELECTRIC BINGO



One of the best reasons for buying any boat is fun! Revel's sensational four sleeper promises you more fun and boating pleasure. There's something aboard for every member of the family to enjoy. Get-up-and-go with Revel's V/8 power. Homelike conveniences with Revel's huge galley, private toilet room and convertible dinette. There's fun for the whole family in the bright, airy cabin and huge cockpit.

And remember Revel boats are better equipped. Here's just part of the long list of standard equipment. Draperies, screens. 110 volt dockside circ., electric bilge blower, mufflers and powerful Chrysler 195 HP V/8 with velvet drive.

HERE ARE TWO OF THE BEST REASONS IN THE WORLD TO BUY A REVEL CRAFT CRUISER!

Only Revel could produce this value packed 27' four sleeper cruiser, that's more spacious, better performing and loaded with extras at an unbelievable low price . . . and do it without sacrificing quality!

Quality features like U.S. Duraply one piece hull planking • Superior longitudinal girderized construction • Low maintenance vinylclad superstructure • New dual ventilation systems • Walk-in size closet • Galley with loads of storage • Dinette • Bright, airy lavatory with vanity • Cabin floor carpeted • Draperies • Screens • Mufflers • 110 volt electric system and powerful Chrysler 195 HP V/8 with velvet drive.

REVEL CRAFT

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WRITE FOR LITERATURE OR SEE YOUR NEAREST REVELCRAFT DEALER TODAY • SOME CHOICE DEALERSHIPS AVAILABLE.

DEEPSEA CRUISERS, TESTED AND PROVED FOR RUGGED SEAGOING DUTY!

SAFARI™

Built with extra features not found in other portables. Combines full-size keyboard and office machine performance with convenient portability. Fingertip control panel puts all controls up front for speed and convenience. Paper glides in straight with Roll 'n Ready Paper Feed. Instant margin set with Magic® Margin. Twin-Pak® ribbon cartridge lets you switch ribbons in seconds without touching inky ribbon. Type columns easily with Magic® Column setting. Center of paper can be located at a glance with Magic® Meter. Line Finder for typing between lines. Touch Control® for light, medium, or heavy touch. Two-color ribbon and Stencil control. Pica, Elite or Spencerian type. (See type samples below.)

PICA	ELITE	COLOR	
8900829438	8901029438	Gray	$119.50
8900929438	8901129438	Blue	$119.50
8901829438	8901929438	Gold	$119.50

Shipping weight 22 lbs.

Spencerian type—special order only.

Choice of Blue (shown)

GUARANTEED 5 YEARS

INCLUDED
Deluxe carrying case styled to complement your finest airline luggage.

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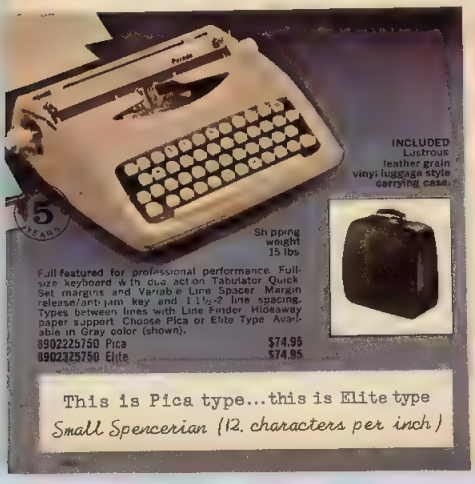
THE MOST FAMOUS NAME IN TYPING

EXTRA EXCLUSIVE FEATURES . . . EXTRA DEPENDABILITY . . . EASIEST TO USE

- EVERY YEAR MORE ROYAL TYPEWRITERS ARE BOUGHT IN AMERICA THAN ANY OTHER BRAND
- PRECISION MADE BY EXPERT CRAFTSMEN
- GUARANTEED FIVE YEARS*



INCLUDED
Lustrous leather grain vinyl luggage style carrying case.

Shipping weight 15 lbs

Full-featured for professional performance. Full-size keyboard with dual action Tabulator Quick Set margins and Variable Line Spacer. Margin release/anti-jam key and 1 1/2-2 line spacing. Types between lines with Line Finder. Hideaway paper support. Choose Pica or Elite Type. Available in Gray color (shown).

8902225750 Pica	$74.95
8902325750 Elite	$74.95

This is Pica type...this is Elite type

Small Spencerian (12 characters per inch)

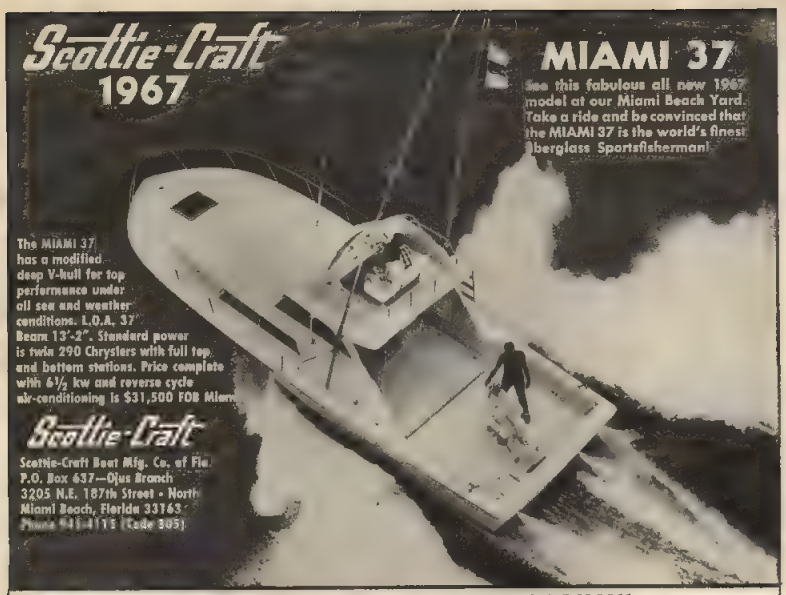
Handsome slimline "Console" carrying case

Shipping weight 12 lbs

Finest quality at a budget price. Full-size keyboard. Roll 'n Ready Paper Feed inserts paper ready to type. Magic® Meter finds center of page for even margins. Visible Margin Controls. Completely enclosed bottom seals out dust and dirt. Choose Pica or Elite type. Available in Beige color (shown).

8902024438 Pica	$54.95
8802124438 Elite	$54.95

*Royal Typewriter Company, Inc., guarantees replacement at no charge, other than labor and shipping, of any defective part (except rubber parts, ribbon or parts damaged by accident or misuse) within 5 years of purchase. No labor charge within first 90 days. Guarantee covers only original purchaser.



YOU CAN TRAILER THIS 25' SPORTSFISHERMAN!

The 25' Scottie-Craft is America's best buy in a trailerable sportsfisherman. With an 8' beam and 92 gal. fuel capacity, this Blue water flyer will carry you offshore in complete safety (foam filled, unsinkable) and comfort (full deep V-bottom). Designed and built by big game fishermen with years of experience of boat manufacturing. Trails like a dream, runs like a greyhound. Shown are fly-bridge models with open and enclosed cabin. Stern platform is available as an extra. Other models include the open runabout and the runabout with hardtop. Write for details on the complete line of trailerable fishing boats from Scottie-Craft; Builder of fine fiberglass boats with years of experience and know-how you can depend on. Buy the best—Buy a Scottie-Craft!

For the Family! The MIAMI tri-21'

For offshore or the shallows you will find its maneuverability, softness of ride and quiet operation unequaled. Foam filled, and unsinkable. For a lifetime of use try this one. There are 3 wells molded into the floor for fish boxes and live bait well on all models. Shown is the open fisherman with the new console complete with ice chest. On the same model with outdrive 2 large bait or storage boxes are molded into the stern on each side of engine. Other models include the runabout with walk-thru windshields, plus 2 large ice chests behind shield, and the cabin model with its spacious cabin area. For the ultimate—see Scottie-Craft for 1967!

NEW! Scottie-Craft

Manufacturer of Fine Fiberglass Boats From 18' to 37'

Presents

The all new center steering Console—
The world's finest Fish Boxes—
or Ice Chests

Scottie-Craft's all new console for 1967 is adaptabe to any boat where center steering is feasible — 100% watertight with removable seat, this complete fishing station gives more than ample storage area. A king size fiberglass ice chest with solid teak lid is standard with this fantastic center station. Base measurement is 39" x 35½". Price as shown less controls is $395.00.

Scottie-Craft's all new fish boxes for 1967 come in three sizes and all are completely insulated with guttered drains for easy cleaning. Lid is of solid teak with fiberglass insulated inner liner thus giving the complete inside of box a slick easily cleaned surface. For a lifetime of use be sure it's by **Scottie-Craft.** Sizes 41" L x 20" H. x 19" W. Price $149.50—61" L. x 20" H x 20" W. $209.50—82" L. x 20" H. x 20" W. with divider and double drain—$405.50—All prices FOB Miami.

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The near professional size, modern double cutaway, slim body guitar with "Swedish Head" and ALL METAL WORM GEARS FOR MICRO TUNING.

Rich red gold-sparkled body and white pearlized face—gold embossed, nylon and wire strings.

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World's Largest Selling Popularly Priced Snare Drum Outfit

Manufacturers of the most complete line of quality musical instruments to the trade.

- ELECTRIC GUITARS WITH TRANSISTORIZED AMP.
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PUPPETS · DOLLS · TOYS

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by *Luci*

Familiar People Puppets, made of colorful felt,

•

with movable mouths. Easy and fun to manipulate, educational for all ages.

OUR LINE WILL BE ON DISPLAY AT TWO LOCATIONS

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SHERAM INDUSTRIES — Puppets by *Luci*

61 WEST LAWN AVENUE, COLUMBUS, OHIO 43207

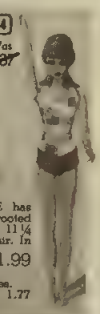
1 Was 1.77

2 Was 6.97

1 SKIPPER, Barbie's little sister, is such fun to play with. She's 9½ inches of vinyl. Use her brush and comb on her long rooted hair (no color choice). She wears swimsuit and shoes. Wire stand incl.
35 J 3030M. (14 oz.) 1.66

2 SKIPPER'S WARDROBE . . . four pretty outfits that fit other 9½ inch little sister dolls, too. Includes Learning to Ride What's New at the Zoo Loungin' Lovelies and Dog Show. Dolls not included
35 J 3550M (2 lbs 4 oz) Set 4.94

3 Was 3.87



4 Was 2.87

3 COSMETIC HAIR CARE kits for fashion dolls. All you need to make your dolls look lovely. Eye makeup; rouge, puffs, lipstick, hair rollers, bobby pins, lotion and hair spray with leakproof refills and more.
35 J 3873. (1 lb.) Set 1.99

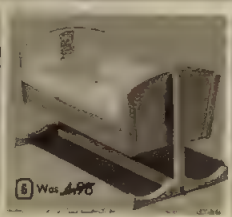
4 BENDABLE FRANCIE has posing legs, long rooted eyelashes—eyelash brush 11¼ inches of vinyl rooted hair. In swimsuit, shoes (1 lb.)
35 J 2886 Stand incl 1.99

Standard Francie, no lashes.
35 J 2894 (1 lb.) 1.77

both dolls 6.99 one doll 5.99

I'm a thirty little pugnose 16 inches tall My sister and I are identical twins, and we love to be together. My whimsical smile and twinkling go-to-sleep eyes will surely win your heart I can sit and stand, too. You can bathe me because I'm made of soft, tanted vinyl. You can brush my long rooted hair I'm wearing a velveteen party dress with a new low waist
35 J 3083 BOTH DOLLS (4 lbs) 6.99
35 J 3060 ONE DOLL (2 lbs) $5.99

Was 3.47 5



6 Was 4.98

7 Was 9.98

8 Was 7.98

5 THE THING BANK . . . place pennies, nickels, dimes in holder. Gears grind, box shakes. Lid opens—hand reaches out, grabs coin, pulls it inside. Lid shuts. Coin is gone. Release base to remove coins. Metal, about 4x3x 3 inches. Uses 2 "C" batteries (not incl., sold pg. 384).
35 J 5684. (1 lb. 8 oz.) 2.99

6 SWINGING CRADLE Rock a-bye your dolly (up to 17 inches tall) in this pretty pink cradle. It's sure to make your dolly's bedtime fun. Basket weave fiber on wood frame. Vinyl liner for comfort. 20x12x12 inches high. Mailable. (6 lbs.)
R36 J 4411 . . . . . 3.99

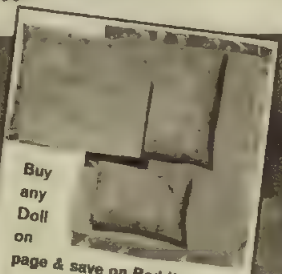
7 TINY TEARS singing cradle plays lullabyes, rhymes, prayers. Lulls dollies up to 18 inches tall to sleep Insert 1 of 6 records (12 sides) in built-in phonograph. Plays, shuts off automatically. Plastic; 18x12x11 inches. Needs 1 "D" battery (sold, pg. 384). Mail.
R36 J 4404. (6 lbs.) . . . 6.88

8 LITTLE BITTY BUFFET makes tea for two a treat Sized right for tots—24x10x 21 inches high. Serve from top, store tableware inside. Incl teapot, creamer, sugar bowl, 2 each: cups, saucers, plates, goblets, knives, forks, spoons Plastic. (9 lbs)
R36 J 4686 Mail . . Set 5.88

See Page 277 for low Budget Power monthly terms—No Money Down

By Remco. I crawl all by myself—just attach my training strap, push the secret pocketbook button. I wiggle like a real baby, too, when you put me on your lap or lay me down. I'm 20 in. of vinyl with go-to-sleep eyes. I wear a cute sleeper. I need 3 "D" batteries (not incl., see pg 384)
R36 J 3019. Mailable. (6 lb) . 12.88
SAVE! Baby Crawl-Along, Bedding Set
R36 J 3020. Mail. (9 lb) . . Outfit 15.49

I'm Baby Crawl-Along 12.88



Buy any Doll on page & save on Bedding Set!

5-PC. BEDDING SET . . . everything a doll needs for pleasant dreams. 20x12-in. cotton-filled plastic mattress; 9x6-in. matching pillow; pillow case, 24x17-in. blanket bound with satin, and one 25x17-in. sheet. (3 lbs.)
R36 J 2997 Mailable . . . .Set 2.99

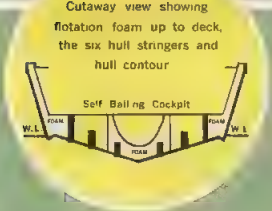
BABY'S HUNGRY by Mattel . . . feed her. She chews and swallows. Vinyl, 17½ in. tall with "look-around" eyes. 4-pc. feeding set includes a never-empty milk bottle. Needs 2 "D" batteries (not incl, see pg. 384).
R36 J 3630. Mailable. (5 lbs.) 12.77
SAVE! Baby's Hungry and Bedding Set.
R36 J 3633. Mailable. (8 lbs.) . . Outfit 15.29

I'M BABY MAGIC by Topper. Wave my Magic Thimble—I'll pout or smile, stop crying, go to sleep, wake, or raise my arms to lift my bottle. I'm a cuddly 18 inches of jointed vinyl
R36 J 3620. Mailable. (5 lbs). .10.99
SAVE! Baby Magic and Bedding Set
R36 J 3623. Mail. (8 lbs). Outfit 13.49

HI! I'M TUBSY by Ideal. I love to play in my own tub; I splash just like a real baby. I'm 18 in. of vinyl. Robe and accessories incl. I need 2 "D" batteries (not incl., see pg. 384).
R36 J 3851. Mailable. (7 lbs.) 12.94
SAVE! Tubsy and Bedding Set. Mailable.
R36 J 3840. (10 lbs.) . . . . . .Outfit 15.49

I'M BABY REAL LIVE LUCY by Ideal. I move my head to look around. Offer me my spinach, I turn away; but I love my bottle! I'm 14 in. of jointed vinyl.
R36 J 3885. Mailable. (4 lbs.) 7.77
SAVE! Baby Lucy and Bedding Set. Mail
R36 J 3839. (7 lbs.) . . . . . .Outfit 10.39

I'M TINY THUMBELINA by Ideal I wriggle and put my thumb in my mouth. I'm 14 inches of vinyl and cotton-filled cloth
R36 J 3860. Mail. (4 lb). . .6.98
Save! Thumbelina, Bedding Set
R36 J 3886. Mail. (7 lb). Outfit 9.49



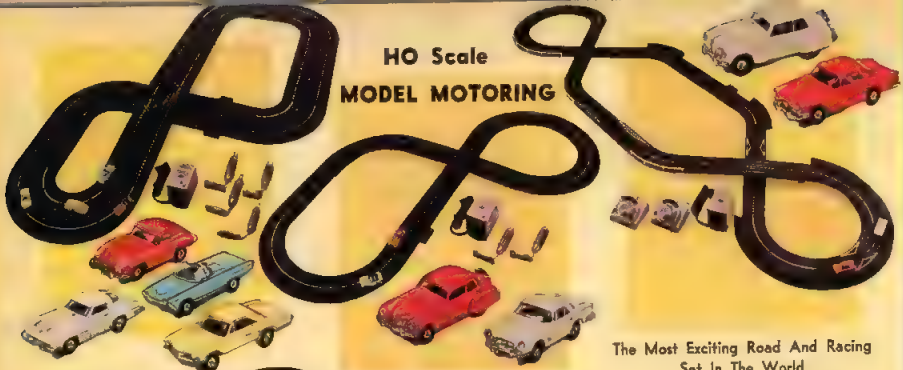
Write Dept. A for brochures and nearest dealer. See 1967 Stamas models this month at the New York, Boston, Detroit, Cleveland, Seattle and Paris, France, Boat Shows.

DEALER INQUIRIES INVITED

Sweet handling—a smooth, dry, level ride in any water—360 visibility for the helmsman at any speed. Famous Stamas Stamina, too—over 5000 brawny pounds of seagoing strength. Big self-bailing cockpit, 8 x 14 feet. Enclosed fiberglass cabin with full length bunks, marine toilet, astonishing stowage, walk-thru hatch to foredeck. Power options up to 300 HP I/O; up to 43 easy mph. Foam flotation between outer and inner fiberglass hulls; the V-26 Americana is practically unsinkable. It's America's fastest-selling family boat—priced so low you can't say no! See the spirited Americana and the companion Stamas trailerable V-24, V-20 and V-18 —and see why Stamas owners say you can't buy a better boat!

Stamas—BOATS INC.

TARPON SPRINGS, FLORIDA 33589



HO Scale MODEL MOTORING

"CHAMPIONSHIP" 4 Lane Racing Set

AURORA

ROAD RACING SETS

The Most Exciting Road And Racing Set In The World Provides Fun, Thrills, And Excitement

6392T2397—HO Scale "Championship" 4 Lane Raceway Set. Includes: four Thunderjet "500" Cars; four racing speed controls; six 9" radius curved roadways; six 6" radius curved roadways; fourteen 9" straight roadways; four 6" straight roadways; two 9" straight terminal roadways; six trestle posts; one D.C. power pack. Ship. wt. 11 lbs. **Sugg. Retail $39.95**

6393T1197—HO Scale "Figure 8" Racing Set. Includes two Thunderjet "500" Cars; two racing speed controls; six 9" radius curved roadways; two 6" straight roadways; three 9" straight roadways; one 9" straight terminal roadway; two trestle posts; one D.C. power pack. Ship. wt. 8 lbs **Sugg. Retail $19.95**

6394T1797—HO Scale "Double 8" Racing Set. Includes: two Thunderjet "500" Cars; two speed controls with reverse switch and brake; five 9" radius curved roadways, ½ section; four 9" radius curved roadways, ½ section, seven 9" straight roadways; one 9" straight terminal roadway; two squeeze tracks, one criss cross track, one corner crossover track; one 9" automatic lap counter; one set 9" speed corners, six trestle posts; one DC power pack. Ship wt. 10 lbs **Sugg. Retail $29.95**

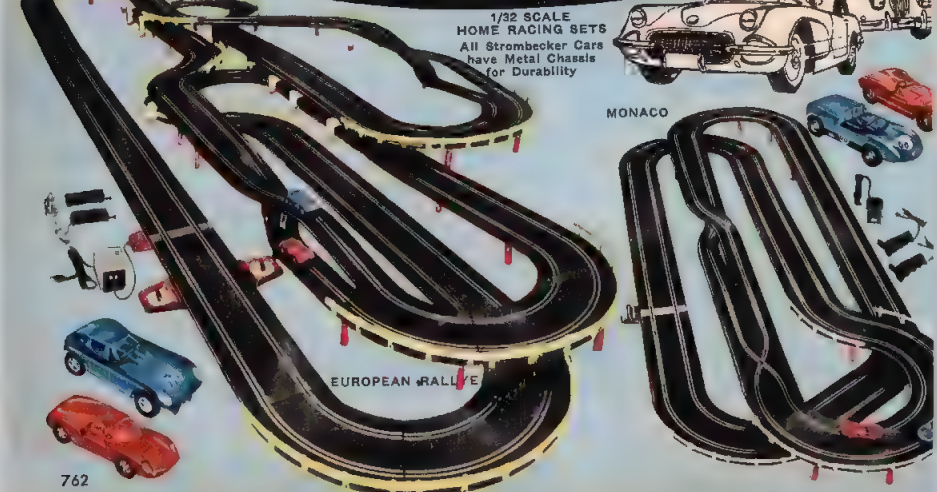
STROMBECKER

EUROPEAN RALLYE RACING SET
65 Running Feet of Excitement

6568T6000—The ultimate in 1/32 Scale road racing Set includes one Cheetah Car, one Dino Ferrari Car; two 12-ohm "Pro-Controllers" These cars and controllers can be used on competition slot tracks Giant 150" x 57" overall layout consisting of two over and under tracks, 26 curved tracks, 32 straight tracks one starting track with plug-in terminals fence sections, lap counter, overpass supports, connector wires and locking lugs, one 14-volt, U.L. Approved, power pack; warranty, racing guide book Ship. wt. 27 lbs. Sugg. Retail. $100.00

MONACO RACING SET
34 Feet of Lightning Layout

6569T2997 Roaring road racing realism in 1/32 Scale. Set includes one Chaparral Car, one Lotus 30 Car, two Controllers with brakes, large 96" x 42" overall layout consisting of 14 curved tracks, 16 straight tracks, one starting track with plug-in terminals one over and under track, one lane changer, fence sections, overpass supports; connector wires, locking lugs; one 14-volt, U.L. Approved, power pack; warranty, racing guide book Ship wt. 17 lbs. Sugg. Retail $49.95



Things are looking up when he owns a new

STROMBECKER® JR.

BATTERY-OPERATED RACING CAR

- *Operates on 2 Penlite Batteries*
- *True 1/24 Scale Body Shell*
- *Simple On/Off Switch* • *Steerable Front-End*
- *Sidewinder Motor* • *Choice of 3 Models*
- *Real Rubber Tires* • *Snaps Together in Seconds*

Now, Junior can obtain quick delivery of his 1967 Strombecker Sports Car! And, he has a colorful choice of 3 true 1/24 scale cars, the Ferrari P2, American Roadster and Lotus 30 . . . real exciting machines!

Body detail is exactly the same as in the more expensive slot cars. The Strombecker Jr. car operates simply on 2 low-cost Penlite batteries Batteries are not included

Plus, it also has a steerable front-end which adjusts with a touch of the finger. This car is equipped with real rubber tires and also has a powerful sidewinder motor

It's all wrapped up in full-color, impulse-selling packaging Junior will want to buy this Strombecker car when it is displayed properly in his favorite retail store Place your order now for these brand new Strombecker Jr cars.

Specify Assortment No. 6110 which contains 4 each Ferrari P2, American Roadster and Lotus 30 cars. Weight 5 lbs. Suggested retail $2.49 each.

Prices and specifications subject to change

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AMERICAN ROADSTER

LOTUS 30

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STRUCTO'S SANITATION TRUCK—on its way for big city clean-up duty. Raise the bucket . . . top gate opens automatically. When ready for dumping, the lower gate opens. Heavy gauge steel, rubber tires; wrap around windshield. 11½ in. long.
35 J 5751. Shpg. wt. 2 lbs. 8 oz. 3.57

BUDDY-L DESERT RATS JEEP . . . armed and ready for battle-field command. Its 50 cal machine gun is easy to maneuver, just like real onsel Jeep is heavy gauge steel, authentically detailed with seats, dashboard and whitewall tires. 10¼ inches long overall.
35 J 5789. Shpg. wt. 2 lbs. 4 oz. . 2.66

2 TONKA VOLKSWAGENS. Ever see Volkswagens maneuver in and out of traffic? Now try it yourself with scale models of auto-gauge steel! Just like real, with seats, steering wheel and bumpers. 9 in. long
35 J 5750. (2 lbs. 6 oz.). . Set 3.88

Build super highways with Tonka ACTION FLEET Set 7.88

Just right for sandbox engineers! Each truck operates realistically—to help you do the big jobs faster. Jeep dig-catcher rides through sand and gravel—stands 6x3½ in. high. Hefty dump truck loads, hauls and dumps with lever control—9½x4 in. high. Cement mixer truck really loads, mixes as you crank, then tilts for easy pouring—a big 9⅜x4⅞ in. high. Road grader lowers and tilts for scraping and spreading, deep-cleated rubber tires cut through any surface—measures 10⅝x4⅝ in. high. All bright enameled steel with detailed interiors.
35 J 5798. Shipping weight 5 lbs. 6 oz. . . . . Set 7.88

TONKA 3-PC. ROAD PATROL SET keeps mini-highways clear and trouble free. Red "flasher" signals as steel patrol wagon zips by. Tailgate opens fast with spring-lever action. Overall, it's 9½x4½ in. high. Steel wrecker truck has lever-controlled winch—pulls even big freight vehicles! It's 9½x3¾ in. high. You can watch all the action from your 8-in. plastic "Mustang" car—it's detailed just like Dad's!
35 J 5792. Shipping weight 3 lbs. . . . . Set 4.77

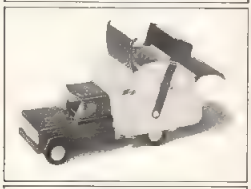
TONKA 5-PC. SPORTSMAN SET . . . with an auto to suit your every whim! Feel in a hi-style, sporty mood? Take the sleek plastic "Sting Ray" for a spin. If you'd rather haul your sport racer to the track, just hitch the strong steel auto trailer to the steel wagoneer with snap-open tailgate. Go! a big loading job? Take the spacious steel pick-up truck. For moving over rugged terrain, depend on the steel jeep with folding windshield. Each: 6 to 9 inches long.
35 J 5799. Shipping weight 3 lbs. 12 oz. . . . . Set 4.99

Fun starts with lots of traffic!

[1] TONKA 4-PC. AUTO CARRIER delivers new cars to dealers from coast to coast! Streamlined, detachable steel cab gives you a "broad" view of the road through giant sized plastic windows. Brawny 18½x4x7 in. high steel hauler with two aluminum loading ramps carries two 6½-inch plastic sports cars.
35 J 5787. Shipping weight 4 lbs. . . . Set 3.97

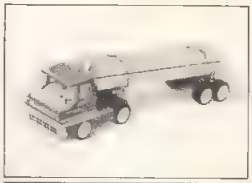
[2] BUDDY-L TRAFFIC LIGHT controls 4-way traffic . . . electrically! Sequence is automatic—just push the button to turn lights on! "Walk" and "wait" pedestrian signals flash, too. Plastic—about 8 in. high. Uses "D" battery (not included, see page 384).
35 J 5788. Shpg. wt. 1 lb. 4 oz. 2.49

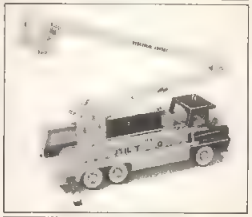
Budget Power terms are lowest ever, with longer time to pay

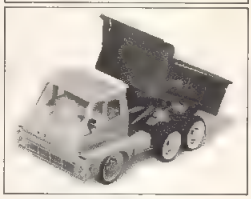


KOMPAK FLEET

No. 176 Kenya Karryall
No. 178 Sanitat on truck
No. 174 Mobile Merry-go-round

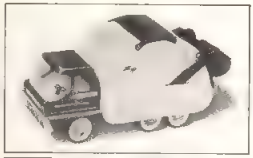


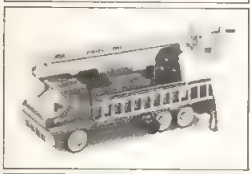


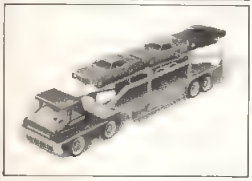


LIVE-ACTION FLEET

No 350 Timber Toter
No 380 Snorkel Utility Truck
No. 319 Hydraul.c Dump Truck







POW-R-R-R FLEET

No 474 Hydraulic Sanitation Truck
No. 466 Snorkel Fire Truck
No 492 Auto Transporter

Structo is growing up this year

Growing up with nine new models to lead the line for 1967. These new models represent a massive tooling investment *without* price increases. Add them to the rest of the Structo line, and you've got a great thing going for you . . . great because they're not promotional toys that have to be discounted to the non-profit level. You get profit, your customer gets satisfaction.

Grown-up approach to advertising is directed to the major buying influence for toy trucks: parents . . . in the magazines that reach 68,301,000 adults. *Life. Look. Saturday Evening Post* and *Reader's Digest.* This represents a major investment on our part . . . to help you *sell.*

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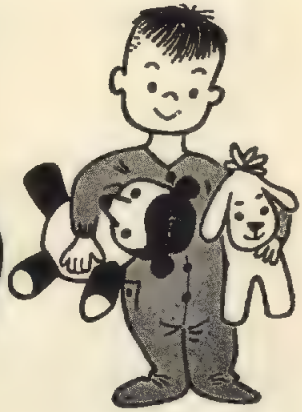

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Mardi Gras Enterprises P O Box 146 Lower Simms St Simmesport La 71369
Marlon Creations Inc 29-04 37 Ave LIC 1 N Y
Nadel & Sons Toy Corp 900 Broadway NYC 10003
Norjac Inds P O Box 34 NYC 71
Plas-Trix Co 650 Berriman St Brooklyn 8 N Y
Roalex Co 65-43 Austin St Forest Hills 74 N Y
Robbins D & Co Inc 127 W 17 St NYC 11
Saalfield Publishing Co Saalfield Square Akron Ohio 44301
St Pierre & Patterson Mfg Co 234 Victoria Costa Mesa Calif
Shackman B & Co 2 W 35 St NYC 10001
Sherms Inc Bridgeport Conn
THOMPSON PACKAGING NOVELTIES INC (Div of James Thompson & Co Inc) 350 Warren St Jersey City 2 NJ
Empire of Carolina Inc Tarboro N C
Ertl Co The 805 13 Ave S E Dyersville Iowa
GABRIEL INDS INC 200 5 Ave Rm 1256 NYC 10
Hubley Div Gabriel Inds Inc 200 5 Ave Rm 1256 NYC 10010
Kroll Trading Co 28 Ranik Dr Amityville L I N Y
Marx Louis & Co 200 5 Ave NYC 10
Mattel Inc 5150 Rosecrans Ave Hawthorne Calif 90250
Midgetoy 1202 Eddy Av Rockford Ill
Nylint Tool & Mfg Co 1823 16 Ave Rockford Ill
Shackman B & Co 2 W 35 St NYC 10001
Strombecker Corp (Div Tootsietoy—Model Road & Raceways) 4646 W Lake St Chicago Ill 60624
Structo Div King Sceley Thermos Co Route 75 Freeport Ill
Tomy Co Inc 3-15 Komagata 1-chome Taito-Ku Tokyo Japan
TONKA CORP Mound Minn 55364
Winross Toy Co Box 422 Rochester N Y 14602

TRUCKS, METAL

Ace Toy Mfg Corp 468 W Broadway NYC 10012
AMERICAN MACHINE & FOUNDRY CO 11500 Tennessee Ave Los Angeles Claif 90064
Barclay Mfg Co 316 Palisade Ave Union City NJ
Binkley Models P O Box 31 Inglewood Calif
Bronner Fred Corp 120 E 23 St NYC 10010
Buddy L Corp 200 5 Av New York 10 N Y
Carter Tru-Scale Co 1916 11 St Rockford Ill

TRUCKS, PLASTIC

AMT CORP 1125 E Maple Rd Troy Mich
AMERICAN MACHINE & FOUNDRY CO 11500 Tennessee Ave Los Angeles Calif 90064
AMERICAN TOY & FURNITURE CO 6130 N Clark St Chicago 60626
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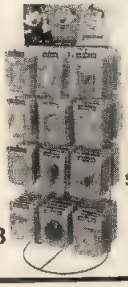

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Scaled Miniature Vehicles Operate Like the Real Thing

(A) MIGHTY MOBILE CRANE—TONKA. Large steel toy operates like a full size crane. Locking cranks control boom angle and operate clam bucket which opens and closes automatically. Boom folds for storage. Back cab pivots 360 degrees. Enclosed front cab has detailed interior. Truck runs smoothly on silent Celcon wheel bearings. Oversize TX-500 tires. Heavy duty bumper fitted with shock absorbing pads. 30" long, 23" high, 7¾" wide. 10½ lbs.
2940TT897 .....$13.00

(B) MIGHTY TONKA DUMP—TONKA. This all-steel giant Dump is big enough for children to ride on. Rolls smoothly on Celcon® wheel bearings. Back section raises for dumping. Enclosed cab with detailed interior. Heavy duty bumper fitted with shock absorbing pads. Long wear, oversize tires grooved for traction. Baked enamel finish. 18½" long, 9¾" high, 8" wide. Shipping Wt. 9 lbs.
2900TT555 . . . . . $8.00

(C) SHOVEL — TONKA. Sturdy shovel stands up under the toughest use youngsters can give it. Automobile gauge steel construction. Comfortable handle grip makes it easy to fill bucket. Load is released by tripping lever near handle. Cab swivels full 360 degrees. Deep groove tractor treads. 20" long, 15" high, 6¼" wide. Wt 4½ lbs
526TT333 .....$5.00

(D) TRENCHER — TONKA. A real action toy with 5 separate operations: digging, loading, hauling, dumping and leveling. Lever raises front bucket. Load is dumped by tripping release lever. Handle operates back hoe which swings to either side for unloading. Sturdy steel unit moves on durable deep groove treads. Built to take plenty of punishment. 18½" long, 7⅞" high, 5¼" wide. Wt. 3½ lbs.
534TT333 .....$5.00

(E) HYDRAULIC DUMP — TONKA. Steel Dump has smooth hydraulic action. Touch the release lever and the box automatically raises. 2-position tailgate permits either dumping or spreading. Whitewall tires and dual rear wheels. Real truck paint. Ruggedly built to withstand lots of hard play. Size: 13⅜" long, 6⅜" high, 6¼" wide. Shipping Wt. 4 lbs.
520TT333 . . . . . $5.00

(F) CEMENT MIXER—TONKA. Authentic cement mixing operation. Mixer drum fills through hopper on top and rotates as truck moves. Handle tilts drum to pour "cement" down adjustable chute in back. Realistic details include "glassed-in" cab, seats, "steering" wheel. Tandem dual wheels are lifetime whitewalls. Sturdy steel body with baked enamel finish. 14" long, 8" high, 6¼" wide. Wt. 5 lbs
620TT397 . . . . . $6.00

(G) GRADER—TONKA. Front wheels turn easily with lever control. Scraper blade rotates to 5 positions. Realistic details include "floating tandem" wheels, driver's seat, motor and red reflectors. Sturdy, safe steel body can take plenty of battering around. Extra-large, grader "steel" tires. 17¼" long, 6⅞" high, 7" wide. Wt. 5 lbs.
510TT333 .....$5.00

(H) CAR CARRIER — TONKA. Steel truck transport includes 3 plastic cars Detachable carrier is strong enough to sit on. Lever positions ramp for unloading scale model cars. "Glassed-in" cab has seats, dashboard and "steering" wheel. Truck has tandem dual whitewall tires and metal hub caps Dimensions: 26⅜" long, 8½" high, 5¾" wide. Wt. 7¼ lbs.
840TT535 .....$8.00

(J) JEEP COMMANDER—TONKA. Durable steel construction with long lasting enamel finish. All-weather "canvas" top. Includes "steering" wheel, front seats, dual gear shifts, emergency gas tanks and detachable spare tire. Regulation olive drab color. Loading space in back. TX-500 lifetime tires. 10¼" long, 5⅜" high, 5¼" wide. Wt. 2 lbs.
304TT199 .....3.00

(K) JEEP DISPATCHER — TONKA. Authentic steel model of famous Jeep vehicle. Has "steering" wheel, front seats, folding windshield and loading room in back. TX-500 whitewall lifetime tires with chrome wheel discs 9¾" long, 5⅛" high, 5¼" wide. Shipping Wt. 1½ lbs.
200TT140 .. ..$2.00

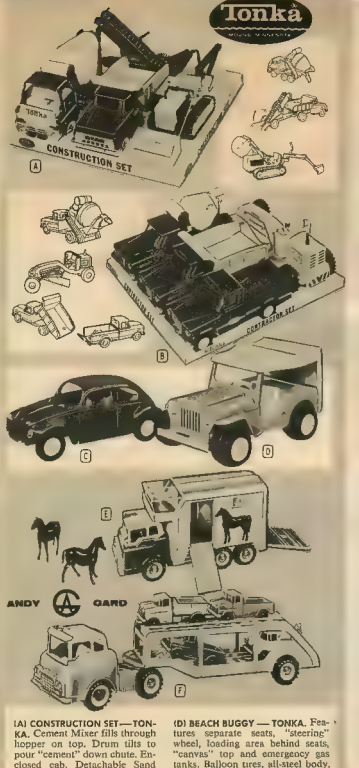
(L) CAR CARRIER — TONKA. Modern steel carrier hauls 2 Sting Ray sports cars. Aluminum ramps for top or bottom unloading. Detachable "glassed-in" cab has seats and "steering" wheel. Features tough balloon tires for longer life and quieter ride. Realistic in every detail. Size: 18⅜" long, 6¾" high, 4⅛" wide. Wt. 3½ lbs
96TT333 . . . . . $5.00

(M) PICK-UP — TONKA. This rugged steel truck has snap-open tailgate for loading and unloading, ball-type trailer hitch, "glassed-in" cab, long wear tires and a baked enamel finish. Has many of the features you'd find in its full-size counterpart. Size: 9⅛" long, 3½" high, 3½" wide. Wt. 1¼ lbs.
50TT140 .....$2.00

(N) GRADER — TONKA. Lever controlled steering is easily operated by even younger children. Scraper blade adjustable for scraping or spreading. Tires are perfect replicas of those on a real grader. Made of sturdy automobile gauge steel. Dimensions: 10¾" long, 4⅝" high, 4⅞" wide. Shipping Weight 2 lbs.
76TT199 .....$3.00

(P) CEMENT MIXER — TONKA. Youngsters will have a ball with this realistic replica of a cement mixer. Loads through hopper in back. Crank turns tough, all weather plastic drum. Handle tilts drum for pouring. Steel body, wear resistant tires, dual rear wheels. Size: 9⅝" long, 4⅞" high, 4" wide. Shpg. wt. 1½ lbs.
77TT199 .. ..$3.00

(R) WAGONEER AND TRAILER — TONKA. All-steel Jeep Wagoneer body has detailed plastic front and back seats. Snap-open tailgate. Two wheel, detachable Trailer carries scale model plastic Sting Ray Units are equipped with long-wear tires. Size: 16⅜" long, 3⅝" high, 3⅝" wide. Shipping Weight 1½ lbs.
80TT199 .....$3.00



(A) CONSTRUCTION SET—TONKA. Cement Mixer fills through hopper on top. Drum tilts to pour "cement" down chute. Enclosed cab. Detachable Sand Loader. Dump Truck has 2-position tailgate. Trencher has scoop and backhoe. Wt. 13 lbs.
2175TT1132 .....$17.00

(B) CONTRACTOR SET — TONKA. Pick-up truck with tailgate Cement Mixer loads through hopper and drum tilts for pouring. Dump truck with lever-controlled dumping. Grader has lever to turn front wheels, adjustable scraper blade.
110TT667 6 lbs. . . . . **.$10.00**

(C) VOLKSWAGEN — TONKA. Steel scale model with front and rear seats, "steering" wheel, tires, bumpers 8⅜" long. 1 lb.
156TT160 .....$2.40

(D) BEACH BUGGY — TONKA. Features separate seats, "steering" wheel, loading area behind seats, "canvas" top and emergency gas tanks. Balloon tires, all-steel body. 6½" long. Wt 1 lb.
42TT140 .....$2.00

(E) HORSE VAN — ANDY GARD. Heavy duty cab with whitewall tires and Horse Van with 2 loading ramps, sliding windows and race horses. 24½" long with tailgate extended 2½ lbs.
610AG233 ..... $3.50

(F) TRUCK TRANSPORT — ANDY GARD. Heavy duty cab-over-engine truck and detachable trailer. Trailer's ramp carries 2 pick-up trucks, a tow truck and a dump truck. 22" long overall. Wt. 2 lbs.
603AG199 .....$3.00

(A) JOHNNY EAGLE LIEUTENANT GIFT SET — TOPPER TOYS. Semi-automatic rifle and automatic pistol both fire bullets and caps; eject shells. Each comes with 6 bullets. Sling on rifle. Plaque for mounting. 6 lbs.
6475TF997 ..... $16.00
Lieutenant Pistol only. 1½ lbs.
6343TF347 ..... $5.00
Lieutenant Rifle only. 3½ lbs.
6319TF597 ..... $9.00

(B) JOHNNY EAGLE RED RIVER GIFT SET —TOPPER TOYS. Replicas of the most famous guns in history. Rifle has Golden Mustang engraved on stock, Western lever action cocking. Matching pistol with "Old West" ejection rod. Each comes with 6 bullets. Plaque for mounting. 5½ lbs.
6467TF997 ..... $16.00
Red River Rifle only, 3 lbs.
6300TF597 ..... $8.00

(C) SALTY SEAL SONIC MYSTERY SET—DAISY. Sonic gun topples targets 15' to 25' away. It's fun to blast Sally Seal's bouncing ball.
4916DY433 Wt. 3½ lbs. $6.49

(D) SPORT-TRAINER GUN—DAISY. Real bolt action and clicking trigger. Wood stock, steel barrel. Sling adjusts. Rubber bayonet. 33" long.
634DY266 Wt. 3 lbs. $3.98

(E) AGENT ZERO W GUNS FOR ACTION—MATTEL. Rapid fire special, potshot and wrist holster, convincer and holster pocket.
5509MT467 Wt. 2½ lbs. $7.00
5508MT167 Agent Zero W Rapid Fire Special. 1 lb. $2.50
5507MT197 Agent Zero W Convincer. 1 lb. $3.00

(F) SHOOTIN' SHELL WINCHESTER—MATTEL. Single shots or rapid-fire action. Ejects cartridge. Secret compartment in barrel. 26" long.
0661MT217 Wt. 1¼ lbs. $3.25

(G) CRRACKFIRE SHOWDOWN SET—MATTEL. Rifle with authentic sound and pistol with smoking action, plus western pistol holster pocket.
5512MT557 Wt. 4½ lbs. $8.50
5520MT397 Winchester CRRACKFIRE. Wt. 2 lbs. $6.00

(H) LI'L MUSTANG DOUBLE HOLSTER SET—HALPERN. Single shot pistols in holsters with shearling pockets, nickel conchas. Plastic belt.
5400HP140 Wt. 1 lb. $2.00

(J) BONANZA DOUBLE HOLSTER SET—HALPERN Stallion repeating pistols in holsters with jeweler conchas, leather fringe. Removable belt.
L-7103HP199 Wt. 2 lbs. $3.00

(K) SHENANDOAH FAST-DRAW DOUBLE HOLSTER SET—HALPERN. Redwood smooth and alligator leathers, hip-slung belt, 2 repeating pistols.
8205HP267 Wt. 2½ lbs. $4.00

(L) LAREDO TOP GRAIN DOUBLE HOLSTER SET—HALPERN. With 2 Longhorn repeating pistols, 6 silver bullets, leather holsters, belt.
F-9408HP333 Wt. 2½ lbs. $5.00

(M) AGENT ZERO W SMOKING FANNER-50 DOUBLE HOLSTER SET — MATTEL. Pair of pistols, embossed fast-draw holsters, adjustable belt.
5504MT357 Wt. 2½ lbs. $5.50
5503MT217 As above, but single holster set. Wt. 1½ lbs. $3.50

Last year more than eight million toy truck buyers chose Tonka.

Tonka

"Just you 'n me, Big Fella"

Millions and millions of kids look on Tonka Toys as friends. How come? Tonka Toys are made just the way kids want their toys made. That extra Tonka touch makes kids think of their Tonka Toys as friends.

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To you, this means a lot of your toy customers are pre-sold on Tonka Toys. Our 1967 advertising and promotion program, the biggest and best we've ever had, is going to make a lot more of your customers get that friendly feeling for Tonka Toys.

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Tonka

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TONKA

MOUND, MINN.—The Twentieth Anniversary of the Tonka Corp. is being kicked off with three new king-sized "Mighty-Tonka" toys, doubling the new toy vehicle fleet.

Leading the new product parade for Tonka is a new Mighty-Tonka Car Carrier, the biggest and heaviest toy the company has ever produced. The truck is nearly three feet long with a payload of three Mini-Tonka cars and trucks. Tractor unit is a cab-over-engine design. Trailer's operating ramp shifts for loading into either upper or lower decks.

Other new products for 1967 include a Mighty-Tonka Loader with a diesel-type power unit and lever-operated bucket which digs, lifts and dumps

Third Mighty-Tonka is the Scraper, styled like the big earth movers used in construction. Truck has an operating bottom scoop that drops for scraping, shuts tightly for hauling and opens for spreading.

The Mini Tonka Fire Chief's car, in station wagon styling, complements the Mini Tonka Fire Fighter. The two can be bought separately or in a set with a utility Jeep, all in bright fire engine red with appropriate accessories.

TONKA CAR CARRIER

A new style-side pick-up truck features the modern "slab-side" styling with chrome trim, whitewalls and glassed-in cab.

Sanitary Service Truck added to the regular line includes lever controlled operation for loading and dumping

The Tonka Volkswagen comes in new colors of black and maroon, and the Tonka Grader has been redesigned and equipped with heavy duty tires.

NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES

NATIONAL SCHOOL SLATE

SLATINGTON, PA.—A new easel with composition blackboard is available from National School Slate Co. The blackboard has a writing surface on both sides, with one side black, the other green. Overall size of the board is 43" x 24". The easel has a stained yellow finish; set includes chalk and eraser.

SCHOOL SLATE

Another new easel is 48½" x 41" with writing surface on both sides, also black and green.

Three toy kitchen appliances are a range, sink and refrigerator. All are made of walnut wood-grained hardboard with yellow trim. The range has an oven door window, plated hardware, knobs that turn, four simulated burners and two compartments.

Sink also has knobs that turn, real bowl and two compartments. Refrigerator has two doors and three compartments.

National manufactures a full line of slate and composition blackboards, peg desks, toy chests, sandboxes, pool ladders, picnic tables, and redwood furniture.

NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES FOR 1967 • NEW LINES FOR 1967 •

HI-FLIER MFG.

HI-FLIER HUSTLER

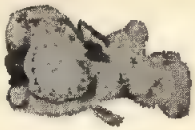
DECATUR, ILL. — A new type of automatically assembled kite is now available from Hi-Flier Mfg Co. Called the Hustler, the new kite is covered with DuPont Mylar, a strong, light material. An illustration of a bomber is printed on the Mylar covering.

When the kite is flying, the transparent Mylar becomes nearly invisible, so the only thing seen is the black bomber.

The kite also incorporates Hi-Flier's flexhedral construction which allows the kite's lateral spar to flex in strong gusts of wind and spread in light breezes.

Hi-Flier also manufactures a cord-reel control called the Spinwinder, a plastic and steel device which works like a fishing reel for winding cord in and out.

Softskin



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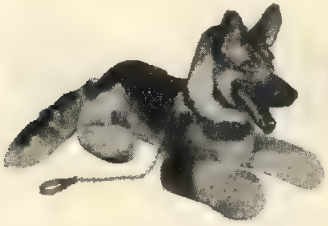
Pet-Toy Inc 41 W 25 St NYC 10010
Picture Book Toys Inc (Div Allied Doll & Toy Corp) 4116 1 Ave Brooklyn N Y
Plakie Toys Inc 4105 Simon Rd P O Box 3386 Youngstown Ohio 44512
Pretty Fur Toy Co 145 Mulberry St NYC 10013
Pussy-Cat Toy Co 1 Carlton Ave Brooklyn N Y
R & R Toy Mfg Co Pen Argyl Pa
Reeves International Inc 1107 Broadway NYC 10010
Ross Prods Inc 1107 Broadway NYC
RUSHTON CO THE 1275 Ellsworth Dr N W Atlanta Ga
Samet & Wells Inc 3954 10 Ave NYC 34
Schwartz Toy Mfg Corp 34-22 35 St LIC NY 11106
Shackman B & Co 2 W 35 St NYC 10001
SHERAM INDS INC 61 W Lawn Ave Columbus Ohio 43207
Smile Novelty Toy Co 177-181 26 St Brooklyn 32 N Y
SOFTSKIN TOYS INC 1907 Park Ave NYC 10035
Spectacular Prod Inc Cannon Falls Minn
STATE FAIR TOY & NOVELTY CO 201 Front St Brooklyn 1 N Y
Steiff Ltd Margarete 7927 Giengen/Brenz (Wuerttbg) Germany
Stuart Inc 500 Robert St St Paul Minn
Sutton A D & Sons 1 W 37 St NYC 18
Sutton I S & Sons Inc 545 N Arlington Ave East Orange N J 07017
Timely Toys Inc 61 Greenpoint Ave Brooklyn 22 N Y
Tomy Co Inc 3-15 Komagata 1-chome Taito-Ku Tokyo Japan
Toy Doll & Novelty Corp 754 Lexington Ave Brooklyn N Y 11221
Trudy Toys Co 35 Lois St Norwalk Conn
VOGUE DOLLS INC 184 Commercial St Malden 48 Mass
Western Toy Mfg Co 3833 S E Milwaukie Ave Portland Ore 97202
Wolper Toy Co 79 Bridge St Brooklyn N Y
Woolno Inc 200 5 Ave NYC 10010
Zadek-Feldstein Co 55 33 St Brooklyn 32 N Y
Zimmerman Jay V Co 225 So Meramec Ave St Louis Mo

POGO STICKS

Alox Mfg Co 6160 Maple Av St Louis 4 Mo
BLAZON INC Box 3622 Akron Ohio 44310
GABRIEL INDS INC 200 5 Ave Rm 1256 NYC 10010
General Sportcraft Co Ltd Woodbine St Bergenfield N J 07621
Mac-Rey Enterprise Inc 200 5 Av New York 10 N Y
Master Juvenile Prods Inc Walker Valley N Y



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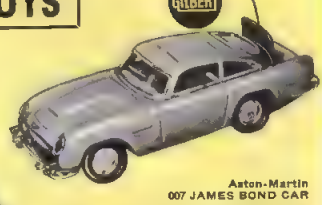
EXCITING ACTION TOYS

TIGER CAT
Climb-Action-Traction

6450T481—The powerful Tiger Cat claws its way over everything, up hill and down, thanks to Climb-Action-Traction. As she climbs, you hear the motor purr and see the motor fan spin. Customized like a jeep. Two-speed motor operates on two "D" batteries. (Batteries not included.) A big 14" Long Ship. wt. 4 lbs. **Sugg. Retail $7.95**

Batman Equipment Set

6644T569—A big, bold Batman equipment set that includes a swooping cape in sturdy blue vinyl, a snug-fitting, all plastic Batman Helmet plus a geared-for-action utility belt that holds an astounding supply of super weapons. Belt of durable plastic holds rope with grappling hook, cap grenade, Batarang, Bat gun, flashlight, plus a "2-way" radio buckle with secret compartment. Ship. wt. approx. 4 lbs.
Mfr's. Sugg. Retail $9.00



Aston-Martin
007 JAMES BOND CAR

6648T537—This 11" replica of the famous car used by James Bond in the movie "Goldfinger" is packed with surprises: Guns emerge, flash, retract, front rammers move out, retract; "bullet-proof" rear shield raises, lowers; Bond's enemy is ejected through roof panel! Car moves, stops, operates and it's all automatic. Motor runs on 2 "D" batteries (not included). Hubcap tire cutter and rotating license plates. Ship. wt. 3 lbs.
Mfr's. Sugg. Retail $8.95

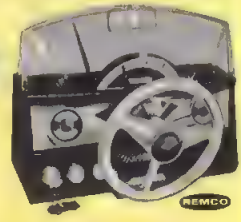
6646T513—U.N.C.L.E.'s got the "goods," now that it's captured the special 36" long THRUSH rifle. Designed for 'round the clock action, this wonder weapon zooms in on danger with cross-hair accuracy. A flick of the side switch sets up 4 deadly decoys right in the sight. Pull the trigger and the victim vanishes in a blast of crackling cap fire. Equipped with clip-loading magazine. Molded from strong sturdy plastic. Ship. wt. approx. 3 lbs.
Mfr's. Sugg. Retail $8.00

6463T427—The hefty Screaming Mee-Mee Rifle with detachable pistol is a full 39" long. Both shoot the grenade with the sound of the century, just squeeze the trigger and hold your ears! Secret pistol drops down from rifle, ready for close range firing, when gunlock is released. Rifle also fires 5 big bullets, from magazine clip, after sliding the bolt into position. Grenade and bullets are made of soft, harmless plastic. Ship. wt. approx. 5 lbs. **Sugg. Retail $6.95**

Whirlybird Helicopter

6455T720—A realistic designed and detailed helicopter. Complete with small army of 25 men plus various equipment including tank, truck, jeep and artillery piece. 'Copter blades chop away like the real thing. Has motor driven hoist chain with hook and rescue sling. Taxies along ground by motor. Operates on 2 "D" size batteries (not included). Ship. wt. 3 lbs.
Sugg. Retail $10.95

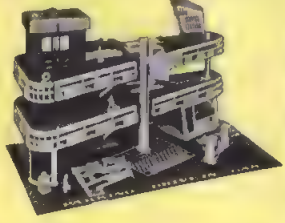
6451T486—All the spills, thrills and chills of stunt driving. Car zooms from turbomatic launcher down the straightaway or up the ramp through the "hoop of fire" and over the stacked barrels. Crashes into barrels. Rolls over but Bounce-back balance puts it on its wheels. Includes stunt car; powerful, crank type, turbomatic launcher (no batteries required), hoop of painted fire; 6 barrels, rider and stunt man. Ship. wt. 4 lbs. **Sugg. Retail $7.95**



Firebird "99"—Operating Dashboard

5668T531—Ignition key to switch off-and-on. Motorized windshield wiper, directional signals that work. Real horn, rear-view mirror. Glove compartment, road map. Accelerating speedometer 12½" l., 6¾" d., 8¼" h. Operates on two "D" batteries (not included). Ship. wt. 4 lbs. **Sugg. Retail $8.95**

6647T613—A bantam-weight jeep that performs like a heavy-weight tank. 5¾" L x 2¾" W x 2" H. Scrambles over obstacles twice its size. Soft rubber wheels. Runs on 2 "AA" batteries (not included). Includes camper and wrecker snap-on backs and trailer. Complete with bridge set and obstacle track set to display Mighty Mikes' climb-action traction. Ship. wt. 5 lbs
Mfr's. Sugg. Retail $9.95



6648T546—Battery Operated Tri-Level Service Station. Designed for easy assembly and hours of fun. Tri-level service station with parking garage. Manual and battery operated elevators. Features modern poly cars, pumps, accessories and attendants. (Batteries not included.) Size 26" L x 10" W x 18" H. Ship. wt. 5 lbs. **Mfr's. Sugg. Retail $8.50**

Bonanza Double Holster Set

6649T375—Handsomely embossed fast-draw double holster of contrasting natural top grain and black alligator leathers featuring Bonanza name. Large embossed prong buckle, 3 silver bullets. Ship. wt. 3 lbs. **Mfr's. Sugg. Retail $5.95**

Retail Prices Are Suggested Only and May Vary in Different Trading Areas

Hide-out derringer

Frontier Special gift set 5.99

Real fire power for the young cowboy. Rugged plastic 24-in. rifle, with cartridge drum, is always loaded and makes a loud "Kapow" sound with just a pull of the trigger. Needs no caps. Woodgrained stock and forward grip. Fanner 50, full-sized smoking pistol comes with its own Dura-Hyde® holster and belt. Gold colored hide-out derringer fits into handy wrist holster and fires harmless plastic bullets. (Includes 2 shells, 6 bullet noses.) Both pistols fire caps.*
48 HT 19408 M—Ship. wt. 2 lbs. 12 oz. set 5.99

Red River set 8.44

Beautifully tooled plastic holster and belt look amazingly like real leather. Plastic leg thong, brass-plated buckle. Red River cap firing* pistol shoots harmless plastic bullets (6 included). Looks like a real six shooter, has realistic ejection rod.
48 HT 19240—Ship. wt. 2 lbs. . . . . set 8.44

Stage Coach Gift Set

4.99

Classic Winchester and smoking Fanner pistol will get the stage through. Rifle about 26 in. long, fires caps* and harmless plastic bullets. (Includes 2 ejecting shells and 6 bullet noses.) Concealed automatic trigger for rapid fire. Secret compartment in stock stores bullets. Pistol with extra large hammer for fanning, fires caps and makes like a real six shooter. Dura-Hyde® plastic holster and gun belt.
48 HT 19409 M Wt. 2 lbs. 12 oz. set 4.99

Western sets for young cowboys
(Shown on opposite page)

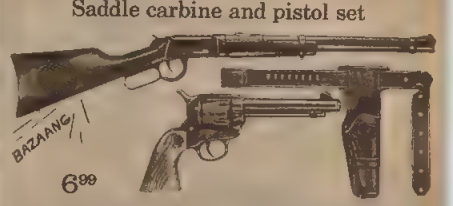
(1) **Lawman gift set** everything the young sheriff is your family might need. Matched pair of cap firing* die-cast metal pistols with a pair of real leather holsters, slung low on adjustable belt for a quick draw. Belt has 12 bullets in clip. Holsters are handsomely decorated with conchas and imitation jewels. Set also includes a colorful bandana, two keys to the town jail on metal ring, a metal badge and a plastic canteen.
48 HT 19309 Ship. wt. 3 lbs. set 4.99

(2) **Fancy Dan gift set.** Plastic stag grips on a shiny silver die-cast cap firing* pistol. Genuine leather holster is low slung for a quick draw and handsomely decorated with a concha inlaid with imitation jewel. Adjustable belt with 6 white bullets in bullet clip. Lever action plastic rifle fires caps and ejects shell casings.
48 HT 19413 M—Ship. wt. 2 lbs. 8 oz. . . . . set 2.99

(3) **Rawhide double holster set.** A matched pair of shiny silver die-cast pistols with plastic stag grips tells them you can handle yourself in a shoot-out. Holsters are made of real leather and are decorated with star concha. Pistols fire caps* and have slide-up sides for quick reloading when every minute counts. Adjustable gun belt with stage coach design.
48 HT 19210—Ship. wt. 2 lbs. . . . . set 2.99

(4) **Lightnin' fire holster set.** Nickel colored belt buckle has a secret 3-in. hide-out derringer pistol that swings out and fires when you push out your stomach. Gold colored derringer shoots caps* and harmless plastic bullets. 2 shells and 6 bullet noses are included. Even has a safety catch so you won't shoot it by accident. Set includes a smoking Fanner 50-cap firing pistol made of hefty metal, colored to look like blued steel. Dura-Hyde® plastic holster with tie down thong for quick draws.
48 HT 19200 Ship. wt. 1 lb. 12 oz. set 4.79

Saddle carbine and pistol set



6.99

Saddle carbine built for quick firing, makes 4 loud distinct rifle cracks and ricochet sounds. Needs no caps, works on one D cell battery. (Battery not incl. sold on p. 288.) Made of high-impact plastic, 33 in. long with "Bazang" on simulated metal parts. Stock and forward grip have realistic wood-grained finish. Single shot pistol fires caps* and harmless plastic bullets. Includes 1 shell casing and 6 bullet noses which can be carried in bullet clips in gun belt. Plastic holster has antique leather look.
48HT19422M-Ship. wt. 2 lbs. 4 oz. set 6.99

THIS CHRISTMAS CHARGE IT WITH CHARG-ALL
See pg. 349

*In accordance with State Laws, residents of Massachusetts, New York City and minors under 16 in Ohio may order only guns that do not shoot caps. No caps included

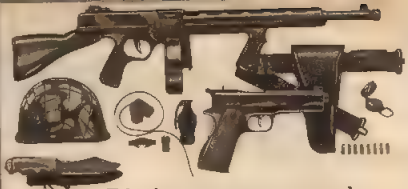
THIS CHRISTMAS CALL WARDS
SEE PAGE 346 FOR NUMBERS

Rat Patrol command set

5.49

You're ready for the big assault Authentic plastic mortar fires two soft, harmless polyethylene rockets to soften up the enemy position. Mortar has calibrations on side, is spring operated and adjusts for trajectory. About 19 inches long. Plastic helmet with adjustable chin strap has plastic leaves on top to camouflage you from enemy fire. Big plastic knapsack holds supplies, has adjustable shoulder straps. Canteen and handy harmless knife are plastic.

48 HT 19613 M—Ship. wt. 5 lbs. 8 oz. . . . . **set 5.49**



Take charge as company commander

10-pc. set 4.99

Lead the charge with 25½-in. plastic machine gun making rat-a-tat sound. Or lob a cap firing* grenade into an enemy machine gun nest. For close fighting you have your automatic pistol that fires caps and harmless plastic bullets. (8 bullets included.) Plastic knife and sheath also included. Plastic simulated webbed belt with plastic replica of army holster and ammo pouch. Helmet with netting, compass, sharpshooter medal, infantry badge.

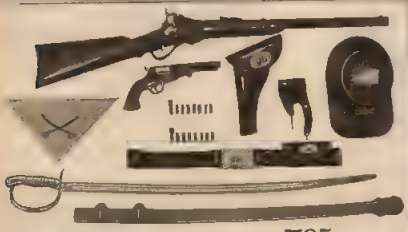
48 HT 19609 M—Ship. wt. 3 lbs. 10 oz. . . . . **set 4.99**

Burp gun set

3.99

Rugged plastic Burp gun has exciting trigger action sound. Automatic pistol shoots harmless plastic bullets and fires caps*. Pistol fits into army-type holster on simulated webbed belt with ammo pouch. (8 plastic bullets included.) 2 cap firing hand grenades and plastic helmet. Burp gun is about 18 in. long. Order today and "Charge It"!

48 HT 19610 M—Ship. wt. 3 lbs. . . . . **set 3.99**



Lead the cavalry charge! 5.95

Ride to victory brandishing your 26-in. saber. Dismount and open fire with your 27-in. Sharp's carbine and cap firing* 9¼-in. pistol that shoots harmless plastic bullets. (16 bullets included.) Black plastic belt, sword hanger, holster, yellow neckerchief and adjustable cavalry campaign hat are all included.

48 HT 19607 M—Ship. wt. 4 lbs. 12 oz. . . . . **set 5.95**

Makes 4 distinct machine gun sounds 5.88

Realistic 30-in. army rifle makes automatic fire sound, shoots single shots, makes ricochet, or sounds of a small war with exploding grenades, machine guns, etc. All made of rugged plastic with simulated wood stock and blued "metal" parts. Uses one "D" batt., not included. Order on pg. 288.

48 HT 19048 M—Ship. wt. 2 lbs. **5.88**

AR-15 assault set 4.99

You are ready for the toughest battles with your AR-15 assault rifle and .223 caliber automatic pistol. Both shoot caps* and have realistic clips you can remove and push back into guns, just like real army weapons. 36-in. rifle has an elevated rear sight. Pistol fits into green plastic military-type holster with flap-top. Set also includes clip-fire sharpshooter badge.

48 HT 19612 M—Ship. wt. 3 lbs. 8 oz. . . . . **set 4.99**

Exciting air blaster 4.66

Fires a powerful blast of air up to 30 feet, yet is perfectly harmless. Built of sturdy plastic. Set includes a hanging target, of a ferocious looking gorilla and four other standing cardboard targets. Great fun.

48 HT 19714—Ship. wt. 2 lbs. . . . . **set 4.66**

Big M-16 Marauder 7.88

Big, husky military styling. Pull back the realistic bolt and fire 9 short rounds. Pull the bolt back 6 times and let go with more than 50 rounds of realistic shooting sound. Made of rugged plastic, about 32 in. long with simulated wood stock. Needs no caps or batteries.

48 HT 19031 M—Ship. wt. 3 lbs. 8 oz. **7.88**

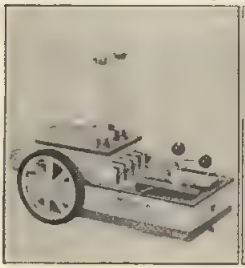
GAKKEN'S NEW IDEAS MAKE THE DIFFERENCE IN PROFITS YOU EARN

With the birth of each new idea, Gakken adds more exciting toys to its long list of popular toys — radio controlled and battery operated to educational and musical toys and opens fresh venues to delight children and bigger profits for you.

Radio Control Ford Mustang Electronics hobby

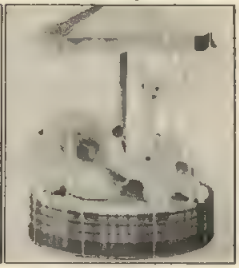
Transmitter for Radio control cars

Radio Control TV Van Electronics toy



Show Boat Battery operated toy

Mykit Almighty Educational kit



Animal Land Musical toy

GAKKEN TOY

GAKKEN CO., LTD.

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TOY & HOBBY SECTION

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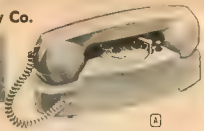
Mascon Toy Co.



(A) TALK-N-TELL TELEPHONE—MASCON. Child presses a button and the white plastic phone plays any one of ten different sayings. Battery operated record, unbreakable coiled cord, lucite dial and pleasant bell ring. 3½x8⁵⁄₁₆" base. Wt. 1½ lbs.
570ZX297 ..... **$5.00**

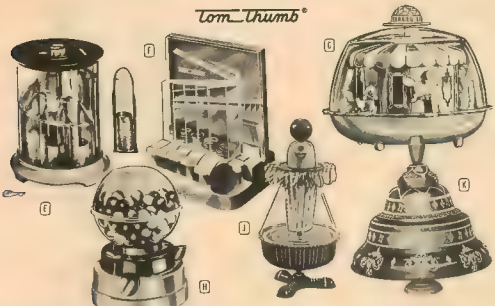
(B) RING-A-DING MUSICAL TELEPHONE — MASCON. Turn handle for music . . . turn dial for playful ring! Blue plastic phone has clear lucite dial over metal figure plate. Sealed metal bottom. Coiled cord stretches and retracts. 3½x8⁵⁄₁₆" base. Wt. ¾ lb.
550ZX140 ..... **$2 00**

(C) MATTEL-O-PHONE—MATTEL. A bell rings as you dial. Press a button and recorded voices come from the earpiece. Pauses in conversation let child reply. With 5 long play records. Operates on two "D" batteries (not incl.) Red styrene. Wt. 3 lbs.
4830MT667 ..... **$10.00**

(D) MARY POPPINS TALKING TELEPHONE — HASSENFELD. Disney's favorite character! Battery operated talking telephone with a totally new sound. Has colorful "Poppins Motif". Comes with 2 interchangeable records. Batteries not incl. Wt. 3 lbs.
5432HF533 ..... **$8.00**

NOVELTY TOYS FOR GIRLS AND BOYS

Tom Thumb®



(E) SORTING BANK—WOLVERINE. Bank separates, stacks and counts coins automatically. Coins roll on spiral chute and drop in tubes, calibrated to show amount saved. Metal key, lock. 6½" high.
910WT140 Wt. 1 lb. **$2.00**

(F) TOM THUMB BANKATELLE BANK —WESTERN STAMPING. Shoot coins into sorter to be automatically stacked by denomination. Dispenser releases coin into cup.
1331WX140 Wt. 1 lb. **$2.00**

(G) MUSICAL MERRY-GO-ROUND—TARRSON. 6 horses gallop up and down as colorful poly Merry-Go-Round revolves to the tune of its fine quality music box. 9¾" diam. 6¾" high. Wt. 1 lb.
15TD267 ..... **$4.00**

(H) BANK-O-MATIC BUBBLE GUM BANK—TARRSON. Jr. size vending machine and bank. Vends 1 gum ball for each coin. All plastic . . . with lock and key. 6½" high. 1 lb.
200TD99 ..... **$1.50**

(J) CLOWN TOP — OHIO ART. Clown's collar fans out to 11" in diameter, then automatically returns. Made of sturdy plastic and metal. 5¼" diameter, 11" high. 1½ lbs.
319QA140 ..... **$2.00**

(K) MUSICAL CHORAL TOP—OHIO ART. Gaily lithoed metal with poly base. 12 tone choral reeds. Plays a delightful tune as it spins around. 8½" diameter, 9½" high. 1½ lbs.
322QA177 ..... **$2.50**

MATTEL

(N) JACK-IN-THE-MUSIC-BOX — MATTEL. Famed musical toy with a new look! Turn the crank and play a tune and up pops the colorful clown . . . with gay moving eyes. His hands are textured and colored like real flesh, his suit is real cloth. All metal music box, with a clown litho'd on all 4 sides in color. Wt 1¼ lbs.
0659MT187 ..... **$2.80**

(P) TOM AND JERRY IN-THE-MUSIC-BOX—MATTEL. Turn the crank, play a catchy tune and up pops Tom. Both Tom and Jerry are litho'd in color on all 4 sides in hilarious situations. Loads of fun for any boy or girl. Wt. 1¼ lbs.
4743MT187 ..... **$2.80**

(L) TOM & JERRY GE-TAR—MATTEL. Turn the crank and the Ge-Tar plays "For He's A Jolly Good Fellow"—with patented musical unit. Plastic with nylon strings and adjustable shoulder carrying cord. 14x5x1½". Wt. 1 lb.
4712MT147 ..... **$2.20**

(M) WOODY WOODPECKER GE-TAR—MATTEL. Plays music at the turn of a crank. Rugged plastic with nylon strings. Shoulder carrying cord. 14x5x1½". Wt. 1 lb.
4710MT147 ..... **$2.20**

Tom & Jerry Ge-Tar

Woody Woodpecker Ge-Tar

COWHAND TWIN HOLSTER SET. You're quick on the draw with two authentically-detailed 8½-in. repeater pistols! Metal with black and white plastic handles. Black and White leather holsters; silver trim. Set also includes plastic knife with leather sheath, lariat, plastic canteen with compass and belt clip plus deputy sheriff's badge. Matching leather belt adjusts, fits 25 to 29-in. waist.
35 J 5805. Shipping weight 3 lbs. .Set 3.98

MUSTANG ROUND-UP TWIN HOLSTER SET . . . ready to round-up the toughest rustlers! Holsters of embossed leather hold two 7½-inch metal, repeater pistols with white plastic grips. Set includes a 6½-inch tall plastic stallion for your dresser top, too!
You also get 6-ft. lariat, plastic canteen with compass and belt clip plus a deputy sheriff's badge. Adjustable belt fits waist sizes 21 to 27 in.
35 J 5804. Shipping weight 2 lbs. 6 oz. . . . . Set 2.99

TEXAN TWIN HOLSTER SET . . . capture outlaws and bring 'em back! Two 8½-in. metal, repeater six guns with ivory-colored plastic handles help make you the fastest draw in the West!
Side break action; uses roll caps (not incl.). Black leather holsters with yellow trim and white leather fringe; 3 plastic bullets. Adjustable leather-look plastic belt fits up to size 27-in. waist.
35 J 5803. Shipping weight 1 lb. 12 oz. . Set 1.99

TINY TOT DOUBLE HOLSTER SET . . . for the littlest sheriffs. Two 5½-inch metal, single-shot pistols fit into top-grain leather holsters; matching wrist cuffs included. Set also includes: plastic sheriff's badge, jail keys, canteen and bright neckerchief with clasp. Adjustable belt fits 17 to 21-in. waist.
35 J 5802 Shipping weight 1 lb. 8 oz. . . . . Set 1.99

Feature-packed BONANZA gun outfit 6.97

Ride the Ponderosa with the Bonanza outfit. Two 9½-in. metal, repeater pistols; plus 33½-in. cap-firing plastic rifle. Double holsters of top-grain leather with hip-slung belt, matching cuffs. Also includes 3 plastic bullets, spurs, badge, neckerchief with clasp, play money, canteen with compass. Adjustable belt fits 25 to 29-in. waist.
Z36 J 5806. Mailable. Shipping weight 7 lbs. . . . . Outfit 6.97

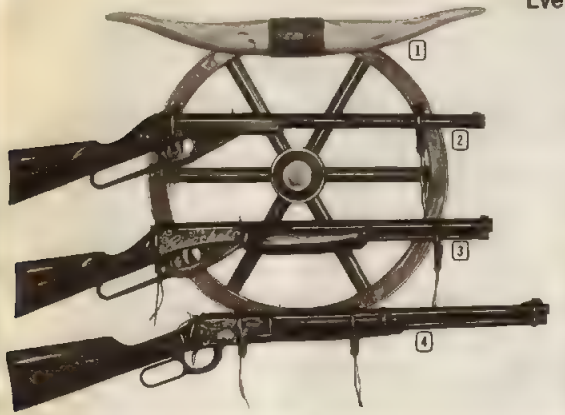
Fun-filled TRAIL HUNTER gun outfit 3.98

All you need to blaze the wild West! Trusty 26-in. plastic, M94 repeater carbine rifle with metal mechanism, plus 8½-in. metal, Buffalo Bill repeater pistol. Leather holster with "jeweled" concho and Western-style fringe. Plastic knife and canteen fit into sheath and pouch of matching leather. 3 silvered plastic bullets. Belt adjusts to fit 20 to 26-in. waist.
Z36 J 5812. Mailable. Shipping weight 5 lbs. . . . . Outfit 3.98

Adventuresome BIG CHIEF gun outfit 2.99

Chase outlaws . . . ride the range . . . protect wagon trains with your Big Chief gun set! Dependable 26-in. western, carbine repeater rifle is plastic with metal mechanism . . . fires roll caps (not included). Two trusty 6½ in. single shot metal pistols have plastic grips. Leather double holsters have bright western decoration. Also neckerchief with clasp, badge, 3 plastic bullets. Adjustable plastic belt fits to size 27-in. waist.
Z36 J 5813. Mailable. Shipping weight 4 lbs. . . . . Outfit 2.99

See Page 277 for low Budget Power monthly terms—No Money Down



Every rifle racked . . . and ready for action!

1 WAGON WHEEL GUN RACK adorned with "steer horns." Great for guns, even clothes! Of sturdy plastic with horseshoe hangers, leather thongs. 19x19½ inches high. Mailable.
R36 J 4190. (4 lbs.) 2.98

2 DAISY AUTOMATIC RIFLE. Lever-action smoking gun has loud report. Durable steel barrel and mechanism, hi-impact molded plastic stock. Full 30 inches long. Mailable.
R36 J 4196. (4 lbs.) 3.29

3 DAISY RICOCHET RIFLE . . . loaded with fun . . . bangs, whines and smokes without ammo. Sturdy steel barrel; "wood-grain" hi-impact plastic stock. It's 30 in. long! Mailable.
R36 J 4179. (4 lbs.) 4.97

4 DAISY SPITTIN' IMAGE RIFLE . . . model 94 lever-action Winchester. Bangs and smokes . . . needs no ammunition! Realistically detailed steel barrel; plastic stock. Big 34 in. long.
R36 J 4199. Mailable. (5 lbs.) . . 5.99

Dan'l Boone rifle and pistol fire minie balls

Outfit *6.88*

Blaze new trails with firearms just like Daniel Boone's! Authentic-looking replicas of Kentucky rifle and pistol really work—just load cork "minie" balls (18 included) with ramrod . . . place cap (not included) on firing ledge and fire away!
Polished wood stocks with steel barrels and mechanisms; brass color trim. Mailable.

COMPLETE OUTFIT.
R36 J 4174 (6 lbs.) 6.88

RIFLE ONLY 38 in. long.
R36 J 4172 (4 lbs.) 4.44

PISTOL ONLY. 13 in. long.
R36 J 4173 (2 lbs.) . . 2.99

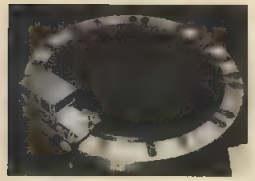
LONE RANGER OUTFIT. Trusty 25¾-in. plastic Winchester rifle shoots Shootin' Shells (2 incl.) and caps (not incl.). 10½-in. metal Fanner-50 pistol fires roll caps (not incl.). Also holster, belt with "silver" bullet, Lone Ranger mask.
R36 J 4161. **Rifle, Pistol, Holster and Mask.** Mailable. (5 lbs.) . Outfit 5.88
R36 J 4162. **Winchester Rifle only.** Mailable. (4 lbs.) . 2.98

ZERO W CRRACKFIRE OUTFIT. 32-in. plastic rifle has metal cocking lever . . . makes rifle crack and ricochet sound without ammo. 10½-in. fanner pistol has metal barrel with plastic grip . . . fires roll caps (not included). Mailable.
R36 J 4156. **Crrackfire Rifle and Pistol.** (5 lbs.) . . . . . Outfit 6.98
R36 J 4159 **Crrackfire Rifle only** (3 lbs.) . 4.99

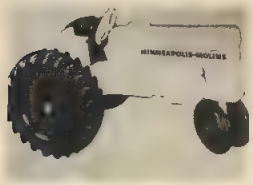
JOHNNY EAGLE RED RIVER OUTFIT with 36-in. ricochet rifle and 14-in. six-shooter! They fire bullets (12 incl.), eject shells. Also fire caps (not incl.). Both are hi-impact plastic. Wood-look plastic wall plaque, 10x24 in. long, included.
Z36 J 5823. **Rifle, Six-Shooter and Plaque.** Mailable. (7 lbs.) Outfit 9.99
Z36 J 5825 **Ricochet Rifle only.** Mailable. Shpg. wt. 3 lbs . 5.99

Use Budget Power—make brightest Christmas dreams come true

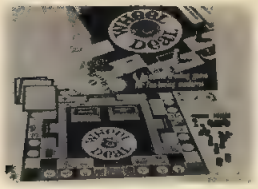
on parade



Melody Highway consists of battery operated car running on plastic track. Melodies are played by arranging keys in different patterns. Frankonia Prods., Inc., 1107 Broadway, New York.



Scale Tractor has an all metal body with steerable front wheels and rubber tires. Painted in Minneapolis-Moline gold. $1.40. The Ertl Co., 805 13 Ave., Dyersville, Iowa.



Wheel & Deal is an action game about the modern business world. Intended for two to six players, the game is based on the roll of the dice. For pre-teens to adults. Cadaco, Inc., 310 W. Polk St., Chicago.

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Manufacturers of Ventriloquist Dolls and Dummies, and other Doll and Novelty Creations: Danny O'Day, Velvet—and other Ventriloquist Dolls.
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No. 835 Sugg. Retail $3.00

NEW . . . Painting fun Set with PLAYNTS Play Paints. 8 re-usable raised plastic tiles showing 12 popular T.V. cartoon characters including Bullwinkle, Rocky Squirrel, Underdog and nine more stars of the Saturday morning kids shows. Children can paint their favorite T.V. cartoon stars for wall decorations. Tiles may be washed & painted again and again. Set contains 8 re-usable Cartoon Tiles, four containers Spill-Proof PLAYNTS Play Paints, 2 brushes, color-blending pan and instructions.
(Packed 1 dozen — weight 21 lbs.)

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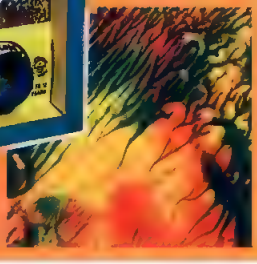
WITH SPILL-PROOF PLAYNTS®

IT'S EASY
IT'S FUN

No. 875.



COMMENDED by PARENTS' MAGAZINE

No. 875. **Sugg. Retail $2.00**
NEW . . . Painting fun set to create hundreds of random designs, each different, with PLAYNTS Poster Paints in unique spill-proof containers. Finished Doodler tiles can be kept and hung as room decorations or washed off and used again and again. Set includes Doodler pan and disc, 3 spill-proof containers PLAYNTS Poster Paint, brush, 3 re-usable Doodler tiles and complete instructions.
(Packed 1 doz. per shipper — wt. 16 lbs.)

ANOTHER CREATIVE TOY FROM Rainbow Crafts, INC. "The Play-Doh People" OF GENERAL MILLS

DELUXE PATIOWARE! ELEGANT DINING FOR DOLLY AND YOU ... 104 pc. set 5.99

Here's what you get:

- 2-burner buffet grill • 3 casseroles • covered skillet
- percolator • patio well-and-tree platter • assorted fruit
- 4 canisters • creamer, sugar bowl • salt-pepper shakers
- hinged-door bread box • 7-pc. kitchen utensil set

plus six each:

- dinner plates • bread-and-butter dishes • "crystal" goblets
- napkins • knives • forks • spoons • cups • saucers • petite pans

Beautiful dinnerware—complete service for 6!
Z36 J 6012. Durable molded plastic. Mailable. (7 lbs.) ..... **Set 5.99**

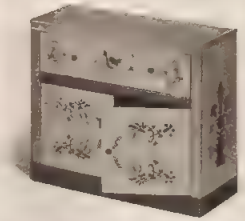
See Page 277 for low Budget Power monthly terms—No Money Down

GAY STORAGE UNITS in attractive Pennsylvania-Dutch motif . . . Red, Green and Gold on White. Sturdy corrugated fiberboard. Easy to assemble.

CORNER HUTCH CABINET. 3 shelves, storage below. Mail. (8 lbs.)
Z36 J 6074. 26¼x13½x57¼ in. . . 3.98

BUFFET with large work area. Big silverware drawer with storage area below. 24x12x27 inches high.
Z36 J 6069 Mail. (8 lbs.). . . . 3.98

SAVE! BUY BOTH Mailable.
Z36 J 6037W. (16 lbs.). 7.77



New this Christmas

Elegant hutch shows off 33-pc. tea set

only *12.97*

Spanish traditional hutch, 22x10x40 inches high. In strong, rich-looking plastic; hardboard back. Recessed shelves have a plate edge to help her display the tea set. Incl: tea pot, sugar bowl, vegetable dish with covers; creamer; bowl, 6 pcs. fruit. Also 4 ea: plates, cups, saucers, forks, knives, spoons. Partly assembled.
Z36 J 6082. Mail. (9 lbs.). . . . . Set 12.97

"GOURMET DELIGHT" . . . plastic pretend food. Incl turkey, steaks, bacon-and-eggs, vegetables, salads, desserts, bread, plus placemats

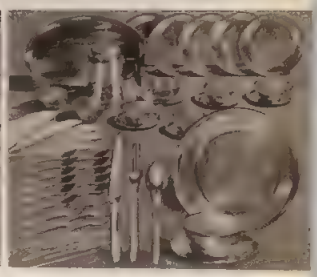
87-PC. SET serves 6.
35 J 6091. (14 oz.). . . . Set 1.97

59-PC. SET serves 4.
35 J 6089 (8 oz.). . . . . Set 1.47

24-PC. GREEN GIANT COOKWARE set. Features a 13x13-in. lithographed metal range top. Also incl: chipboard food packages; metal vegetable cans, saucepans, mixing bowls, frying pans, casseroles; plastic kitchen utensils with rack. Everything you need to "prepare a meal." Mail.
Z36 J 6053. (4 lbs.) . . . Set 3.98

27-PC. BREAKFAST SET of her very own makes serving guests more gracious. Set includes: a complete tea service for 4, and a pop-up toaster in a matching design. She can serve whatever she dreams up. Lithographed metal, plastic.
35 J 6009 (2 lbs.) . . . . . Set 1.97

33-PC. PEANUTS TEA SET. Good grief! Who'd resist your invitation to tea when all the Peanuts gang will be there, embossed on plates, saucers and tray? Includes: plastic tea pot with cover; metal tray, creamer, sugar bowl. Also 4 each plates, saucers, cups, napkins, forks, knives, spoons.
35 J 6052. (1 lb. 12 oz.). . . . . Set 1.97



54-PC. MIRRO ALUMINUM SET for little girls' kaffee klatches. Includes: 6 dessert plates, 6 cups, 6 saucers, 3-piece percolator, creamer, sugar bowl, 8-in. tray. Also 6 napkins, 6 knives, 6 forks, and 12 spoons. Plates and saucers are embossed with "3 Little Kittens" design. She'll love to entertain her friends and dollies.
35 J 6038. (1 lb. 6 oz.). . . . . Set 1.97

See Page 277 for low Budget Power monthly terms—No Money Down

Set a pretty table with English Dinner Set

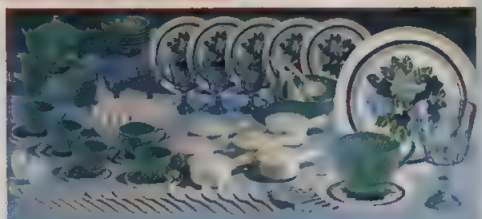
80-pc. set 4.98

Dainty plastic dinnerware with colorful rooster design looks just like Mom's fine China . . . complete with 2 pretty candleholders, pretend candles, fruit and bowl. Teapot, divided vegetable dish, chafing dish, all with covers.
Also included: warming stand, tray, creamer, covered sugar bowl, salt-pepper shakers, napkin holder. Also 6 each: plates, cups, saucers, goblets, soup bowls, bread-and-butter dishes, napkins, knives, forks, spoons. (7 lbs.)
Z36 J 6013 Mailable....Set 4.98

Magic Perc and Cup Set—tilt to empty; set them down, they refill

52-pc. set 2.99

Your little girl will love this aluminum perc-'n pour set; and you can rest assured there will be no mess. Tilt the percolator and pour, it empties. Set it down, it refills like magic. And there's always "coffee" in the cups. No spills, ever. Service for eight includes eight each: cups-with-"coffee", saucers, plates, knives, forks, spoons. Serving extras include: a serving tray, creamer, sugar bowl, magic percolator
35 J 6049. (1 lb. 12 oz.).....Set 2.99



Bouquet Tea Set 82-pc. set 3.98

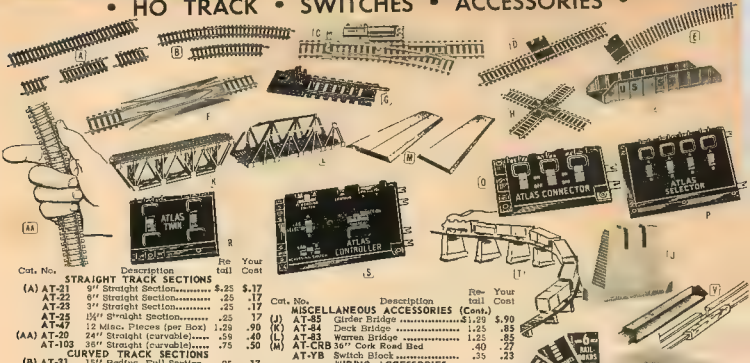
Sturdy plastic dinnerware set includes 6 each: plates, cups, saucers, bread-and-butter dishes, salad bowls, covered casseroles, goblets, napkins, knives, forks, spoons. Also: large salad bowl, salad servers, teapot, sugar bowl (with cover), creamer, salt-pepper shakers.
Z36 J 6014. Mailable. (5 lbs.).....Set 3.98

Pie 'N Pudding Set 46-pc. set 3.98

Now she can serve homemade puddings, pies at her tea parties—6 pudding, 4 pie filling, 2 graham cracker crust mixes included. Also 4 each: plates, sherbet glasses, mugs, knives, forks and spoons. Covered teapot, mixing bowl, pie server, measuring cup, beater and 2 pie pans
35 J 6015. 2 Instruction Books included. (4 lbs.).....Set 3.98

Use Budget Power—shop No Money Down—have a happy Christmas

• HO TRACK • SWITCHES • ACCESSORIES •



Cat. No.	Description	Retail	Your Cost
	STRAIGHT TRACK SECTIONS		
(A) AT-21	9" Straight Section	$.25	$.17
AT-22	6" Straight Section	.25	.17
AT-23	3" Straight Section	.25	.17
AT-25	1½" Straight Section	.25	.17
AT-47	12 Misc. Pieces (per Box)	1.29	.90
(AA) AT-20	24" Straight (curvable)	.59	.40
AT-103	36" Straight (curvable)	.75	.50
	CURVED TRACK SECTIONS		
(B) AT-31	15" Radius, Full Section	.25	.17
AT-32	15" Radius, Half Section	.25	.17
AT-33	18" Radius, Full Section	.25	.17
AT-34	18" Radius, Half Section	.25	.17
AT-35	18" Radius, 1/3rd Section	.25	.17
AT-36	22" Radius, Full Section	.25	.17
	SWITCHES		
(C) AT-50	Remote Control L.H.	4.95	3.35
AT-51	Remote Control, R.H.	4.95	3.35
AT-60	Manual Control, L.H.	2.95	2.00
AT-61	Manual Control, R.H.	2.95	2.00
*AT-825	Switch Signal Indicator	1.49	1.00
*AT-826	Automatic Crossing Signal	2.49	1.65
	MISCELLANEOUS ACCESSORIES		
(D) AT-40	Straight Terminal	.75	.50
(E) AT-45	18" Radius Curved Terminal	.75	.50
(F) AT-44	Re-roller	.60	.40
(G) AT-43	Bumper	.49	.35
*AT-843	Illuminated Bumper	.79	.55
(H) AT-41	90° Snap Crossing	2.25	1.50
*AT-39	30° Snap Crossing	2.25	1.50

Cat. No.	Description	Retail	Your Cost
	MISCELLANEOUS ACCESSORIES (Cont.)		
(J) AT-85	Girder Bridge	$1.29	$.90
(K) AT-84	Deck Bridge	1.25	.85
(L) AT-83	Warren Bridge	1.25	.85
(M) AT-CRB	36" Cork Road Bed	.40	.27
AT-YB	Switch Block	.35	.23
	WIRING ACCESSORIES		
(O) AT-205	Connector	1.25	.85
(P) AT-215	Selector	2.00	1.35
(R) AT-210	Twin	1.50	1.00
(S) AT-220	Controller	2.50	1.65
*AT-CB	Control Box	.98	.65
(T) AT-80	47-Pc. Pier Set	3.95	2.65
(U) AT-81	3" Tier (Box of 12)	2.40	1.60
(V) AT-RJ	Rail Joiners (Box of 48)	.50	.35
AT-PJ	Plastic Joiners (per dozen)	.35	.20
(W) AT-302	Turntable	4.95	3.35
(X) AT-301	Turntable Motor	4.95	3.35
*AT-805	Gooseneck Lamp Post (3)	1.00	.65
*AT-806	Hwy. Lamp Post, Amber (3)	1.29	.85
*AT-807	Fluorescent Lamp Post (3)	1.29	.85
	LAYOUT BOOKS		
(Y) *AT-9	Blueprint for Layouts	.25	.17
AT-11	Custom Layouts	1.00	.65
AT-12	Wiring	1.00	.65
AT-13	Six Railroads	1.00	.65

* NOT ILLUSTRATED

AHM - CASADIO ELECTRIC HO SWITCHES

(A) DOUBLE SLIP

(B) 3-WAY SWITCH

(C) CURVED TURNOUT

(D) #6 TURNOUT

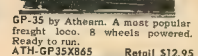
(A) AHM-2518X997	Double Slip Switch—Brass	Ret. $8.95
AHM-2618X665	Double Slip Switch—Nickel	Ret. $9.95
(B) AHM-2520X665	3-Way Switch—Brass	Ret. $9.95
AHM-2620X730	3 Way Switch -Nickel	Ret. $10.95
(C) AHM-2515X397	Right Hand Curved Turnout—Brass	5.95
AHM-2615X465	Right Hand Curved Turnout—Nick.	$6.95
AHM-2516X397	Left Hand Curved Turnout—Brass	$5.95
AHM-2616X465	Left Hand Curved Turnout—Nick.	$6.95
(D) AHM-2507X300	Right Hand #6 Turnout—Brass	$4.50
AHM-2607X335	Right Hand #6 Turnout—Nickel	$4.95
AHM-2508X300	Left Hand #6 Turnout—Brass	$4.50
AHM-2608X335	Left Hand #6 Turnout—Nickel	$4.95
AT-CBX65	Remote Control Switch for above	$1.00

NEW! *Athearn* HO LOCOS

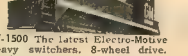
DD—40
A new Giant. Prototype is a 6000 H.P. unit with 16 wheel drive. This Athearn model also has 16 wheels and is authentically detailed. Ready to run.
ATH-DD40X1330 Retail $19.95

GP-35 by Athearn. A most popular freight loco. 8 wheels powered. Ready to run.
ATH-GP35X865 Retail $12.95

SW-1500 The latest Electro-Motive Heavy switchers. 8-wheel drive. Ready to run.
ATH-SW1500X730 Retail $10.98



SD-45-EMD Freight loco with 12 wheel drive. Powerful motor. Ready to run.
ATH-SD45X997 Retail $14.95



SDP-40 Prototype 3000 H.P. 90 mph. 12-wheel drive. Pass. loco. Ready to run.
ATH-SDP40X997 Retail $14.95

TYCO "F-9 ROAD RAMBLER"

TYCO "GP 20 RAILMASTER"

TYCO "MAMMOTH OF THE RAILS"

TYCO "STREAMLINER LIMITED"

TYCO "THE ROYAL BLUE"

TYCO "THE DISNEYLANDER"

TYCO HO TRAIN SETS

Featuring the popular, husky F9 "A" Diesel loco with operating headlight and fully geared as are all other Tyco locos. 12 sections of 18" radius, one of which is a Terminal Section. Complete circle is 36". The set is very colorful and authentically detailed. Trains like this can be seen all across the country moving products of farm and industry. Included are Gondola Car, Refrigerator Car, Skid Flat Car w/Pipe, 8 wheel Caboose. Comp. List Price Value is $24.33.
TY-6602X1165 Ship. wt. 4 lbs. **Retail $16.98**

Featuring the low-profile G P. 20 Diesel with operating headlight, illuminated cab and number boards. 14 Sections of track include a re-railer track and forms an oval 45"x36". The Burlington is very colorful-red, white & silver and detailed to perfection. Set has 5 cars. Refrigerator Car, Tank Car, Operating Covered Hopper, Skid Flat Car w/ Culvert Pipes, 8 wheel Caboose. This set is a favorite of many a Railroader. Component List Price Value is $31.63.
TY-6605X1665 Ship. wt. 5 lbs. **Retail $24.98**

For power and speed, no loco has ever bested the 2-8-2 Mikado, and an exact replica of that famous loco and tender powers this fully detailed HO scale set. Rolling stock includes gondola car, operating covered hopper car, skid flat car with culvert pipe load, a refrigerator car, tank car, a box car and an 8-wheel caboose. 11 sections 18" curved radius track, 1 section 9" straight track, plus a curved terminal track and straight re-rail track included. Wt. 6 lbs.
TY-6511X2497 Comp. List Value $53.41 **Ret. $39.98**

Double-diesel beauty on wheels, with its gleaming chrome finish, colorful road name panels, and authentic markings. Led by a lighted F9 "A" Sents F'e loco with power, and a matching non-powered "B" unit. Stock includes a chromed combined car, two chromed passenger cars, a chromed observation car . . . all with dual lighting for that extra touch of realism. 11 sections 18" radius curved track, a curved terminal track, straight re-rail track also furnished. Wt. 5 lbs.
TY-6510X2330 Comp. List Value $45.23 **Ret. $34.98**

An aristocratic Passenger set from the farthest beam of the beautiful loco to the dual lighting in each of its four streamlined cars. 14 Sections of track make an oval 45"x36" and include a re-railer section. The "Pacific" loco is in blue and has been a constant favorite for years. Set comes with a Combine Car, 2 Passenger Coaches, and Observation Car, all streamline and dually lighted.
TY-6613X2665 Sh. wt. 5 lbs.-Comp. list $53.22 **39.98**

From fabled Disneyland the train that millions have enjoyed and admired. And now in miniature. Operating headlight on loco and five exciting beautifully decorated cars. 14 pieces of track for a 45" x36" oval. Loco is a 4-6-0 and comes with Tender Interchangeable straight stack for loco and coal load for tender. Has 1860 Water Car, Horse Car, 2 1890 "Clerestory" Coaches and a 1890 Combine Car. Component Value $43.02.
AHM-6611X2330 Ship. wt. 5 lbs. **Retail $34.98**

ABOVE SETS AND SETS ON FOLLOWING PAGES DO NOT COME WITH POWER SUPPLY

UL-75 by KF—1¼ amp. output, UL Approved. Full turn taperwound speed control. Automatic self-resetting circuit breaker. Reversing switch Fixed A.C. outlet for accessories. Copper finish and good for all HO outfits. Sh. wt. 3 lbs
KF-UL75X597 $8.95

UL-85—Dual control 2 full amps. 40 w. 2 full turn controls, on & off switch, circuit breaker, fixed AC & DC outlets. Sloped front control panel. U.L. approved. 2 reverse switches. Good for multiple train operation.
KF-85X997 $14.98

No. 500. 2 Amps, enough for 4 trains. Overload light, 320° Taperwound rheostat, direction switch, On-Off switch, fixed 12 v DC, 16 v AC, Pulse Full Power switch, Resettable circuit Protector. All advance features and enough power for future expansion
MRC-500X997 $14.95

No. 700—Deluxe Dual Loco Pk. w/2 Amps on each control. 4 Amp total. Double controls, overload indicators, rheostats, resettable circuit breakers, master On-Off switch, Pulse-Full Power switch. Complete individual control for locos on separate tracks.
MRC-700X179Z$26.95

SELECT HO POWER PACK BELOW:

No. 801 TRIPAK—3 Independent 2 amp packs in one housing. 6 amp total. 3 each of throttle controls, overload lites, rheostats, circuit breakers, block lights. One master On-Off switch. Fixed D C for expansion, 16 volt A C. for accessories. Ship. wt. 6 lbs.
MRC-801X3065 . . . . . **Retail $45.95**

No. 200—1 amp paced train control featuring 2 variable power handles 1 for speed & 1 for direction. Overload lite, circuit breaker, on-off switch, fixed 16 v A.C. for accessories.
MRC-200X597$9.95

ASSOCIATED HOBBY MANUFACTURERS

HO MINIATURE RAILROADING

The Thunder Line . . . unmatched for detailed craftsmanship

WESTWARD HO FREIGHT

A streamlined beauty, designed to haul a rich payload across the plains and over the mountains. The colorful set is powered by a lighted and geared Fairbanks Morse Diesel A-unit, followed by a Dummy A-unit. Rolling stock consists of a box car, stock car, tank car, covered hopper, gondola and 8 wheel caboose. 13 sections straight and curved track, including re-railer section. Component list value $29.01.

AHM-59104X1335 Milwaukee Road Markings . . . . . Retail $19.98
AHM-59107X1335 Illinois Central Markings . . . . . Retail $19.98

HI-BALLER FREIGHT

Exact replica of actual rolling stock that thunders over the rails. This diesel freighter set is powered by a Krauss-Maffei "K-M" geared and lighted loco. Cars consist of a reefer, a covered hopper, a gondola, a stock car and an 8-wheel caboose. 12 sections of curved and straight track, plus a terminal track and re-railer section are also included. List value of components is $30.52.

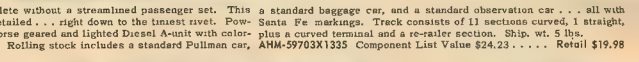
AHM-59430X1335 Denver & Rio Grande Markings . . . . Retail $19.98
AHM-59431X1335 Southern Pacific Markings . . . . . Retail $19.98

BROADWAY LIMITED

No collection is complete without a streamlined passenger set. This one is authentically detailed . . . right down to the tiniest rivet. Powered by a Fairbanks Morse geared and lighted Diesel A-unit with colorful Santa Fe markings. Rolling stock includes a standard Pullman car, a standard baggage car, and a standard observation car . . . all with Santa Fe markings. Track consists of 11 sections curved, 1 straight, plus a curved terminal and a re-railer section. Ship. wt. 5 lbs.

AHM-59703X1335 Component List Value $24.23 . . . . . Retail $19.98

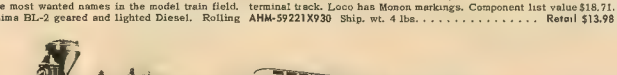
WORKHORSE FREIGHT



The ideal starter set . . . serves as a perfect introduction to the exciting world of model railroading. Low in cost, but with the detailing that has made AHM one of the most wanted names in the model train field. Powered by a Baldwin-Lima BL-2 geared and lighted Diesel. Rolling stock includes a cattle car, a gondola and an 8-wheel caboose. Track includes 11 sections 18" radius curved, and 1 section 18" radius curved terminal track. Loco has Monon markings. Component list value $18.71.

AHM-59221X930 Ship. wt. 4 lbs. . . . . Retail $13.98

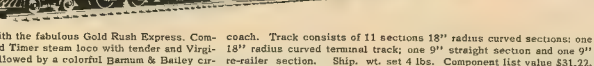
GOLD RUSH EXPRESS



Take a trip through history with the fabulous Gold Rush Express. Components consist of a 4-4-0 Old Timer steam loco with tender and Virginia and Truckee markings, followed by a colorful Barnum & Bailey circus car, two passenger coaches of 1880 vintage, and an 1880 baggage coach. Track consists of 11 sections 18" radius curved sections; one 18" radius curved terminal track; one 9" straight section and one 9" re-railer section. Ship. wt. set 4 lbs. Component list value $31.22.

AHM-59750X1997 . . . . . Retail $29.98

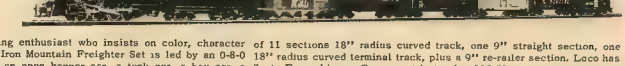
IRON MOUNTAIN FREIGHT



For the model railroading enthusiast who insists on color, character and authenticity. The Iron Mountain Freighter Set is led by an 0-8-0 Steam Switcher pulling an open hopper car, a tank car, a box car, a reefer, a gondola, and an 8-wheel caboose. Track assortment consists of 11 sections 18" radius curved track, one 9" straight section, one 18" radius curved terminal track, plus a 9" re-railer section. Loco has Santa Fe markings. Component list value $35.52.

AHM-59346X1997 Ship. wt. 6 lbs. . . . . Retail $29.98

IRON MONSTER FREIGHT



The ultimate set . . . not only in quantity, but in quality as well. This 8-unit spectacular is powered by a 2-8-8-2 Articulated Mallet loco with headlight. Rolling stock includes a tank car, a gondola, a stock car, a reefer, a covered hopper, a box car and an 8-wheel caboose bringing up the rear. Track includes 11 sections 18" curved, one 9" straight, an 18" curved terminal track, and a 9" re-railer section. The locomotive carries Pennsylvania markings. Component list value $59.50.

AHM-59450X3335 Ship. wt. 8 lbs. . . . . Retail $49.98

MINITRAINS NARROW (21/2) Ft.) GAUGE HO SCALE

DIESEL 11 UNIT SET—Locomotive has worm drive and all cars have automatic couplers and metal wheels. Beautiful detail and extremely good operation is assured. Set has 12 curved, 1 straight terminal track.
AHM-3055X997 Ship. wt. 1 lb. . . . . Retail $14.95

STEAM 9 UNIT SET—Locomotive has worm drive and headlight. Has identical track as Diesel set. Both sets need very little space as the radius of the track is but 7 inches. Use it alone or add it to your existing layout.
AHM-3056X997 Ship. wt. 1 lb. . . . . Retail $14.95

ADDITIONAL CARS AND TRACK

AHM-3101X69	Dump Car and 1 Straight Track	Retail $1.00	AHM-3106X69	Coal Car and 1 Straight Track	Retail $1.00
AHM-3102X69	Cement Car and 1 Straight Track	Retail $1.00	AHM-3107X69	Mine Car and 1 Straight Track	Retail $1.00
AHM-3103X69	Log Car and 1 Straight Track	Retail $1.00	AHM-2101X69	4" Straight Track (7 pieces)	Retail $1.00
AHM 3104X69	Trash Car and 1 Straight Track	Retail $1.00	AHM-2121X69	7" Radius Curved Track (7 pieces)	Retail $1.00
AHM-3105X69	Pulpwood Car and 1 Straight Track	Retail $1.00	AHM-2130X25	4" Straight Terminal Track	Retail $ .35

STEPHENSON'S ROCKET

ONLY 8" LONG

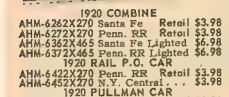
The only authentic operating model of Stephenson's "Rocket" . . . the world's first practical steam locomotive. Built by Stephenson and his son in 1829. Runs on any HO layout. Operating smoke stack. With tender, coach, smoke capsules, historical data.
SCA-R346X865 . . . . . Retail $12.95

Exact reproduction of the first German steam train. Der Alder first operated between Nurnberg and Furth in 1835. Operates on 4 to 12 volts DC. Includes loco with tender and three coaches. Will run on any HO gauge layout. Total length 13".
AHM-1835X1665 . . . . . Retail $24.95

1835 "DER ALDER"

ONLY 13" LONG

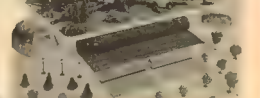
RANGELY HON FREIGHT DEPOT
AHM-1060X200 . . . . . Retail $2.95



Imported from WESTERN GERMANY

KRUPP 2-WAY TRAVELING CRANE
AHM-B1307X270
Retail....$3.98

UNUSUAL HO KITS



GRAIN ELEVATOR OR COAL DUMP (above). 5 colors, durable plastic.
AHM-B1302X270 . . . Ret. $3.98

COALING STATION. (Right). With remote control dump. Plastic.
AHM-3305X200 . . . Ret. $2.95

SCENE-O-RAMA COMPLETE SCENIC KIT! Everything needed for landscaping your model train layout or your model racing car track. Includes 16 trees, 3 electrified lampposts, shrubbery, grass, earth and path mats plus a decorated tunnel. Landscapes a 4 x 8-ft. layout.
LL-S172FX665 Ship. wt. 4 lbs. Retail $10.00

SCENIC STARTER SET. Balanced assortment of trees, grass mat, shrubbery, earth and path mats.
LL-S171GX335 Ship. wt. 3 lbs. Retail $5.00

GRASS MAT. Use for train and race car layouts, under Xmas tree, door decoration, etc.
LL-S156X200 50x99" size. 2 lbs. Retail $3.00

1920 COMBINE

AHM-6262X270	Santa Fe	Retail $3.98
AHM-6272X270	Penn. RR	Retail $3.98
AHM-6362X465	Santa Fe Lighted	$6.98
AHM-6372X465	Penn. RR Lighted	$6.98

1920 RAIL P.O. CAR

AHM-6422X270	Penn. RR	Retail $3.98
AHM-6452X270	N.Y. Central . . .	$3.98

1920 PULLMAN CAR

AHM-6260X270	Santa Fe	Retail $3.98
AHM-6270X270	Penn. RR	Retail $3.98
AHM-6360X465	Santa Fe Lighted	$6.98
AHM-6370X465	Penn. RR Lighted	$6.98

1920 DINER CAR

AHM-6263X270	Santa Fe	Retail $3.98
AHM-6273X270	Penn. RR	Retail $3.98
AHM-6363X465	Santa Fe Lighted	$6.98
AHM-6373X465	Penn. RR Lighted	$6.98

1920 COACH CAR

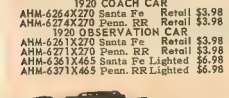
AHM-6264X270	Santa Fe	Retail $3.98
AHM-6274X270	Penn. RR	Retail $3.98

1920 OBSERVATION CAR

AHM-6261X270	Santa Fe	Retail $3.98
AHM-6271X270	Penn. RR	Retail $3.98
AHM-6361X465	Santa Fe Lighted	$6.98
AHM-6371X465	Penn. RR Lighted	$6.98

ATHERN—3185. Dual Operating Crossing Gate. Opens, closes automatically.
ATH—3185X165 Ret. $2.49

ATLAS TRACKSIDE BUILDINGS Set of 5 includes signal tower, water tower, trackside shanty, elevated gate tower, telephone shanty and pole. Wt. 2 lbs.
AT-700X335. Ret. $5.00



AUTO LOADER with 4 cars.
ATH-2707X335
Retail $4.95

ATH-2700-2X397 Ret. $5.95

ATLAS TRACK SIDE ACCESSORIES. Easy to assemble accessories add color and character to your HO layouts. Molded plastic construction in 3, 4, 5 and even 6 colors. They are exact replicas in HO scale of buildings taken from official railroad blueprints are represent the last word in superior quality and meticulous detailing.

(A) PASSENGER STATION
AT—706X175 Ship. wt. 2 lbs. . . Retail $2.50

(B) SIGNAL TOWER
AT—704X90 Ship. wt. 2 lbs. . . . Retail $1.29

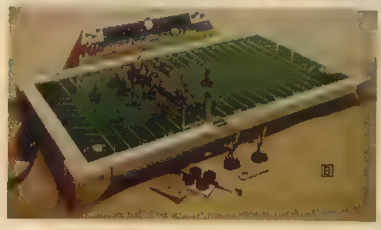
LUMBER YARD & OFFICE BLDG. (Not shown)
AT—750X175 Ship. wt. 2 lbs. . . Retail $2.50

LIFE-LIKE CARRYVILLE HO TRAIN LAYOUT. Ready to use . . . just clamp the sections together. Folds in half for easy carrying or storage. Measures 48 x 27 x 11" when opened . . . comes flocked and decorated, with the track laid and ready to use. Has 18" radius HO scale track. Assembles and disassembles in just minutes. Light in weight, yet exceptionally strong. Track switches, houses, trains and trees not included.
LL-S501AX1865 Ship. wt. 9 lbs. . . . Retail $27.95

A TRU-ACTION CLASSIC ELECTRIC FOOTBALL. Most complete "indoor" football game. Gridiron 3' long. Deluxe quality game rail construction. Exclusive Isopad game board mounting assures continuous action. Paints with 4 team colors, photo reproduced crowd. All this in addition to the features of the No. 500. Wt. 10 lbs.
62305T1099 . . . . . Retail **$16.00**

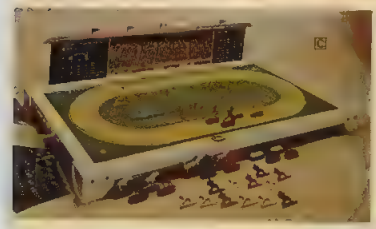
B TRU-ACTION ELECTRIC FOOTBALL. Large 3-dimensional figures, ends, tackles, guards, offensive backs, defensive backs, plus additional quarterback for each team. Timer automatically starts and stops. Colorful grandstand, adjustable scoreboard. Paints to color players. Speed control. Wt. 4½ lbs.
62301T555 . . . . . Retail **$8.00**

Action Sport Games



C TRU-ACTION ELECTRIC HORSE RACE. Extremely realistic track and field. Results and points record on race results board. Exclusive pari-mutuel board posts odds and determines post positions. All the thrills and excitement of an actual race. Wt. 4½ lbs.
62312T555 . . . . . Retail **$8.00**

D TRU-ACTION ELECTRIC BASEBALL. This game duplicates big league action. Players actually run the bases, moving runners can be thrown out at any base; double and triple plays are possible; remote pitching and batting. Scoreboard on outfield fence. Wt. 4½ lbs.
62311T555 . . . . . Retail **$8.00**



Fun for the whole family

E TRU-ACTION SPORTS CLASSIC HOCKEY. Exciting features. Players realistic as they rotate and slide. Goalies move from side to side to block puck. Bold decoration on mar-resistant rink. Scorekeeper at each goal. Colorful scoreboard readable from both sides. Instant action puck ejector. Wt. 9 lbs.
62313T1099 Retail **$16.00**

SAME AS ABOVE, but an economy version. Does not have overhead scoreboard or puck ejector. Wt. 6 lbs.
62314T688 . . . . . Retail **$10.00**

F TUDOR POOL TABLE. 40" Table; solid steel web-reinforced legs, adjustable leg levelers. 30" two-tone Cue Sticks and Ball Rack. Deep reinforced steel sides, wood grain finish. All steel ball tray, magnetic scoring device. Jumbo 1" balls, gold felt cloth playing surface. Wt. 16 lbs.
62315T1588 . . . . . Retail **$22.00**

G TUDOR POOL TABLE. 30" Table 24" Cue Stick and Ball Rack. For any table top. All steel ball tray, magnetic scoring device. Jumbo 1" balls. Playing surface reinforced against warping and sagging. Wt. 9 lbs.
62316T688 . . . . . Retail **$10.00**

H TUDOR BOWL. Makes Spares, Strikes, Splits. Dual-action pin reset speeds up fun. Ten 4½" unbreakable polypropylene pins with integrally molded position markers. Ball returns automatically. Large 3" rubber ball. Wt. 4 lbs.
62317T399 . . . . . Retail **$6.00**

MINIATURE WORKING TYPEWRITERS

(A) PETITE DELUXE FEATHER TOUCH TYPEWRITER — WESTERN STAMPING. Types small and capital letters, figures, etc. 80 different characters. Carriage release, back spacer, ribbon reverse. Leatherette carrying case. 6½ lbs.
4469WX1663 . . . . . **$25.00**

(B) TOM THUMB PRESIDENT TYPEWRITER — WESTERN STAMPING. Toy typewriter with complete alphabet, numerals and punctuation. Ball bearing carriage. Uses standard ½" black ribbon. Molded carrying case included. Wt. 8½ lbs.
1826WX1197 . . . . . **$17.95**

(C) MOSLER JUNIOR DOUBLE DOOR SAFE — BRUMBERGER. Big 9x 7x6" double door safe with real combination lock and burglar alarm. Keeps youngster's valuables secure. Heavy gauge steel with full-length piano hinge. Wt. 3½ lbs.
498BM267 . . . . . **$4.00**

(D) CHANGE-A-CHANNEL TV SET — KENNER. Battery-powered "TV set" with 16 sq in screen. Just snap in program cartridge, turn on set and push button to change channels With 12 motorized movies in 2-channel cartridges.
1440KE930 Wt. 3½ lbs. **$13.95**

PRINCESS PHONE SET — BRUMBERGER. Talk and hear . . . loud and clear! Consists of two dial phones with light-up dials, communication wire, guarantee and installation instructions. Powered by 4 "D" flashlight batteries (not included). 3 lbs.
215BM597 . . . . . **$9.00**

WALKIE TALKIE PHONES — BRUMBERGER. Transmits voices strongly and clearly. Set includes 2 phones with loud, attention-calling buzzers . . . 2 wall hangers . . . plug-in communications wire. Uses 2 "C" batteries (not included). 1½ lbs.
75BM334 . . . . . **$5.00**

ELECTRONIC WRIST RADIO—REMCO. Operates from room to room . . . house to house. Secret Morse Code buzzer signal system. Telegraph click system. Includes a pair of wrist radios and 25' of wire. Battery not included. 1 lb.
350RJ334 . . . . . **$5.00**

ELECTRONIC SWITCHBOARD—BRUMBERGER. 2 intercom phones may be attached from the switchboard and used outdoors as Walkie Talkies plus 4 bell ringing switches, 4 switchboard plug-ins, alphabet code wheel, dial and message pad.

(E) TOM THUMB DELUXE CASH REGISTER—WESTERN STAMPING. Youngsters enjoy doing "the figuring" on special tear-off paper receipt that operates from roll paper. Sales from 1¢ to $1.00 show through plastic window and push lever opens cash drawer, automatically ringing the bell. 13 keys. With paper money and coins. Wt. 4¼ lbs.
1546WX334 . . . . . **$5.00**

(F) TOM THUMB PUSH-BUTTON CASH REGISTER — WESTERN STAMPING. Small fry can register sales with push-button ease. They'll delight in playing "storekeeper" with the generous supply of play money that's included. New "Space Age" styling. Wt. 2 lbs.
1301WX199 . . . . . **$3.00**

(G) HOLLYWOOD MOVIE THEATRE — BRUMBERGER. Hand-operated, battery-powered 8mm movie projector with 2 movie film reels and a take-up empty reel. With roll of admission tickets and instructions. 2 lbs.
281BM533 . . . . . **$8.00**

(H) EASY-SHOW MOVIE PROJECTOR — KENNER. Plastic construction, precision lens, metal crank, on-off switch. Projects big, bright moving pictures from 8mm film. With 6 movies in 3 film cartridges. 2 lbs.
772KE463 . . . . . **$6.95**

(J) DELUXE GIVE-A-SHOW PROJECTOR — KENNER. Battery-operated projector with 168 color slides gives 24 shows of TV favorites. Projects colorful pictures up to 5' sq. ft. on wall, ceiling or any surface.
802KE533 . . . . . **$7.95**

(K) YOGI BEAR GIVE-A-SHOW PROJECTOR — KENNER. Projects big full color pictures on wall, ceiling or any surface. 112 color slides give 16 great all-new shows. Uses 3 "D" batteries (not included).
506KE333 2 lbs. **$4.98**

Items to Inspire Musical Creativity and Appreciation

(A) LIVERPOOL COMPACT SNARE DRUM SET—REMCO. Professional standards. With snare control throw-off, adj. snare lugs, adj. stand. 2 drum sticks, 2 wire brushes. 12" snare drum.
6102RJ997 .. ..$15.00

(B) GOLDEN TRUMPET—EMENEE. Heavy gold finish on engraved break-resistant plastic. Over 13" long. Tuned reeds. Trumpet mute, plus lyre and derby mute. Music book with dozens of songs.
1531EM267 .....$4.00

(C) LIVERPOOL COMPACT DRUM COMBO—REMCO. The real thing! With 18" bass drum, 12" snare drum, 10" cymbal. Plus tom-tom, cowbell block, drum sticks, brushes, pedal, adj drum stand, etc.
6101RJ2997 .. ..$45.00

Liverpool Compact Drum Combo

CLOSE 'N PLAY AUTOMATIC PHONOGRAPH — KENNER. Close lid, record plays—no need to set needle, no scratched records. And Mom never needs to change records. Sapphire needle, beautiful tone. Operates on entirely different principle—no tubes, transistors, no plug in. Uses 3 "D" cells.
800KE535 ..... $8.00

(D) AMERICANA FOLKSINGER GUITAR—EMENEE. Rich, resonant sound, 6 nylon and metal strings. 10¾x31¾x3¼". Music book, shoulder cord, pick.
1667EM667 ..... $10.00

(E) SWINGIN' CAT GUITAR & AMP COMBO — EMENEE. Authentic double-cutaway electric guitar. Solid body, 3 nylon, 3 metal wound nylon strings. Steady grip tuning pegs. 26½x8¾x2½". Plus guitar tuning record. With pick, book, etc.
1640EM934 ..... $14.00

(F) ELECTRIC TIGER GUITAR & AMPLIFIER —EMENEE. Guitar has 6 metal strings, reinforced neck, precision tuning. 12½x33½x2½". Port. amp. is transistorized.
1670EM1997 .....$30.00
1669EM997 Guitar only $15.00

(G) HOOTENANY SING GUITAR — EMENEE. Nearly 3 feet long. True guitar tone with 6 nylon and metal strings 10¾x31¾x3¼". Complete with pick, song book, instructions, tuning records.
1605EM334 .....$5.00

BATTERY OPERATED RECORD PLAYER—CARNIVAL. Gives well over 600 plays per single flashlight battery. Simple to operate, completely safe. Adjustable playing speed. And, you get four 2-sided records! A sturdily constructed value-packed record player—perfect gift idea. Batt. not included.
111CT397 .....$3.95

Easy-to-Play
Beautiful-Sound Organs

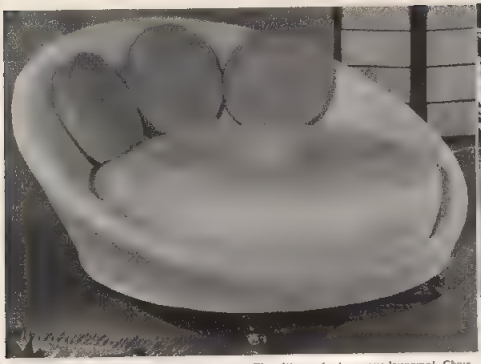
(H) 20-KEY TABLE MODEL PIANO — SCHOENHUT. An attractively styled children's piano. Sturdy construction, made to last. Has 20 keys with sharps and flats—just like a full size piano. Makes a perfect gift.
120-20J-YH277 .....$4.00

(J) MUSIC MITE BATTERY ORGAN — EMENEE. Full diatonic scale. Special color-key selector method makes every youngster a musician. 6¾x5¼x5¼". Music book and instructions included. Uses 2 "D" cells, not included.
1250EM334 ..... $5 00

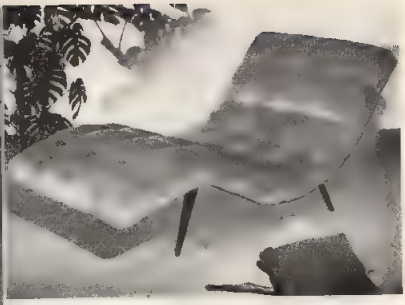
(K) POLYCHORD 2 OCTAVE ELECTRIC PIANO ORGAN — EMENEE. Has 6 major and 6 minor chords! 24 full size Black and White keys play sharps and flats. Playing is as easy as ABC 23x12½x7½". Song book, instructions.
1830EM1997 .....$30.00

(L) 49 KEY SPINET PIANO WITH BENCH—SCHOENHUT. Highlighted by a beautiful Walnut finish
5049YH2997 Wt. 32 lbs. ..$44.95
As Above but 37 Keys.
5037YH1997 Wt. 18 lbs. ..$30.00
As Above but 30 Keys.
5030YH1397 Wt. 16 lbs. . $20.00

KEYBOARD ACCORDION—EMENEE. Full scale keyboard has 13 White and Black keys that play sharps and flats. Contains 26 tuned reeds, for wide tonal range. Easy action bellows. Measures 4x7½x8½". Included is a music book with easy-to-play songs. A wonderful start into the world of music.
1403EM267 ..... $4 00



King-Size Circle Chair with Throw Pillows. The ultimate for luxurious lounging! Chair is a full 5 feet in diameter . . . comes with 3 button tufted throw pillows for added enjoyment. Rolls smoothly on decorator brass ball casters. Constructed with [illegible] base, hair and cotton padded back and arms, polyfoam padded seat. Upholstered in exquisite **100% Nylon Frieze** in White, Gold, Turquoise, Brown or Rose Beige. Overall dimensions 60" W x 55" D x 31" H. 3 corner covered throw pillows are [illegible] in Black, Orange or Gold. **Specify colors of chair and pillows.** 3 pillows in 1 color or in any combination. Fabric samples on request.
15969F14375 Circle Chair. Ship. wt. 150 lbs. **Sugg. Retail $229.95**



Ultra Modern Contour Lounge

Beautifully Designed . . . Supremely Comfortable

There's nothing like this fabulous chaise for complete, blissful relaxation! Use it for reading . . . TV viewing . . . napping. Stretch out—contoured shape gives support in all the right places. Ever-so-soft full cushion of 5" thick urethane foam is form-fitted to the molded hardwood frame. Stunning button-tufted upholstery [illegible] **deep-pile acrilan** [illegible] decorator colors. Walnut finished frame and legs. Overall dimensions 39" W x 68" D x 31" H. In White, Red, Orange, Avocado, Blue, Black or Gold. **Specify color.** Fabric samples furnished on request.
17485F9625 Contour Chaise. Ship. wt. 125 lbs. **Sugg. Ret. $153.95**

High Back Traditional Chair. Elegant! Spring seat construction, antique walnut finish frame. Upholstered in satin-effect print fabric in Gold, Blue or Rust. Marigold with solid color velvet in Gold, Royal Blue, Marigold, Citrus Green or Moss Green. In above solid color or print, too. **Specify colors.** 28"Wx30"Dx43"H. Ship. wt. 105 lbs.
17496F6531 **Sugg. Ret. $104.50**

Outstanding New Designs in Elegant

OCCASIONAL CHAIRS

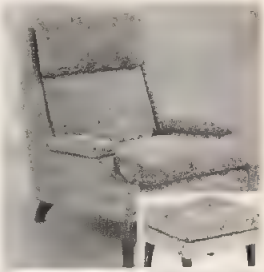
Add a distinctive occasional chair to your room setting—it may be just the accent it needs! Or try a pair of matching chairs in an empty corner—they work wonders. Choose a design that blends with your decorating scheme. All 8 chairs on this page are expertly crafted of finest materials. Hardwood frames are double doweled and corner blocked for strength. Upholstery fabrics excel in quality, beauty and long wear . . . come in newest decorator colors. Fabric samples furnished on request. F.O.B. Indiana factory.

Satin Covered Swivel Chair. Features full button tufted loose back cushion that reverses for extra wear. "Memory" swivel in base—always returns to center position. Polyester wrapped polyfoam seat. Zepel® treated rayon satin upholstery. Antique Walnut finished base, legs, trim. 28½"W x 32"D x 31"H. **Specify:** Blue, Red, Persimmon, Gold, Melon or Green. Ship. wt. 80 lbs.
17497F8594 . . . . . **Sugg. Ret. $137.50**

Florentine Style Chair. Sophisticated Florentine design . . . luxury Scotchgarded® velvet upholstery. Button-tufted loose seat cushion and back pillow have resilient polyester-wrapped polyfoam core. Graceful legs and frame finished in Antique Walnut. Antique brass [illegible] accents, attached arm pads. 31"W x 26"D x 31½"H. **Specify:** Blue, Red, Moss Green, Oyster or Gold.
17498F9281 Wt. 75 lbs. **Sugg. Ret. $148.50**

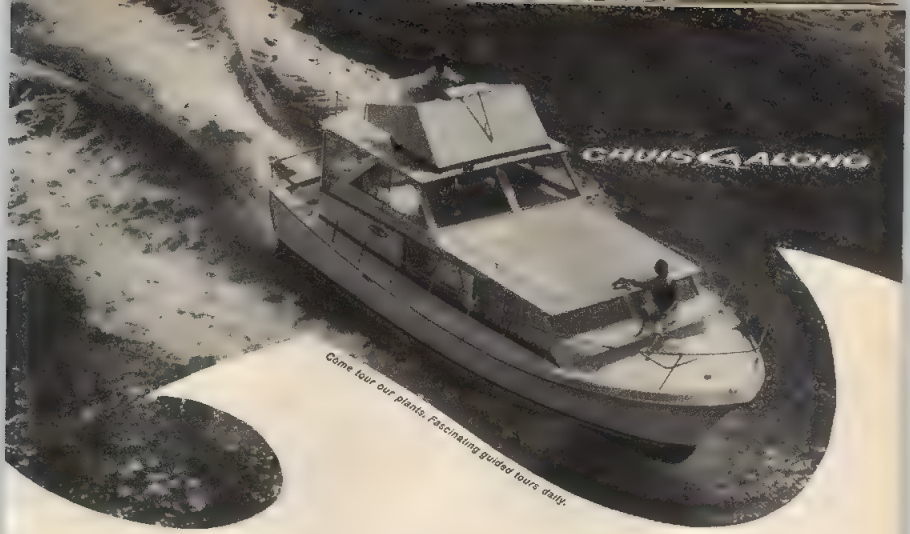
Modern Lounge Chair. Smart, low-slung chair that's as comfortable as it looks! Rolls anywhere on large recessed casters. Fortrel-wrapped polyfoam core cushions. Scotchgarded® rayon-cotton textured tweed upholstery with seat cushion in correlated stripes or matching solid color. 33½"W x 31"D x 28"H. **Specify:** Solid or Solid Stripe in Blue, Red, Gold or Green.
17499F7906—Ship. wt. 80 lbs. **Sugg. Ret. $126.50**

Versatile Lounger. A handsome addition to any room! Back curves gracefully into arms. Comfortable cushions are fortrel wrapped polyfoam. Attached back is tufted for that soft look. Scotchgarded® viscose-acetate-cotton upholstery in heavy, woven texture. Walnut-finished wood. 29"W x 37"D x 33"H. **Specify:** Blue, Magenta, Pecan, Nugget Gold, Green, Gold or Green/Blue.
17500F8250—Ship. wt. 80 lbs. **Sugg. Ret. $131.95**



Extra-Wide High Back Chair. Fortrel [illegible] foam cushions [illegible] adjustable head pillow. Scotchgarded® covers in heavy woven viscose acetate tweed. Walnut finished legs. 33½"W x 38"D x 37"H. **Specify color:** Orange, Black, Blue/Gold, Olive, Blue, Green or Topaz.
17501F9281 Ship. wt. 90 lbs. **Sugg. Ret. $148.50**
Matching Ottoman. 25"W x 19"D x 16"H. Colors above.
17502F2875 Ship. wt. 20 lbs. **Sugg. Ret. $45.95**

All Chairs on This Page F.O.B. Indiana Factory



Wing your way into a new dimension in boating luxury

CruisAlong and Ventnor invite you to customize your boat at the factory, at no extra cost

Put a little bit of yourself in your boat, and get a lot more out of it. Add your personality. Make your boat **you** in layout, decor, fitting, fabrics and color. That's what makes your Ventnor or CruisAlong so unique. You begin with the most attractive boats in their sizes. You choose from cruisers, sedans and sport fishermen—and than you add **you.** It's the only way to buy a boat, your boat. Find out more about this exclusive new service. See your Ventnor or CruisAlong dealer, or write today.

VENTNOR BOAT CORPORATION
Egg Harbor City, N. J.

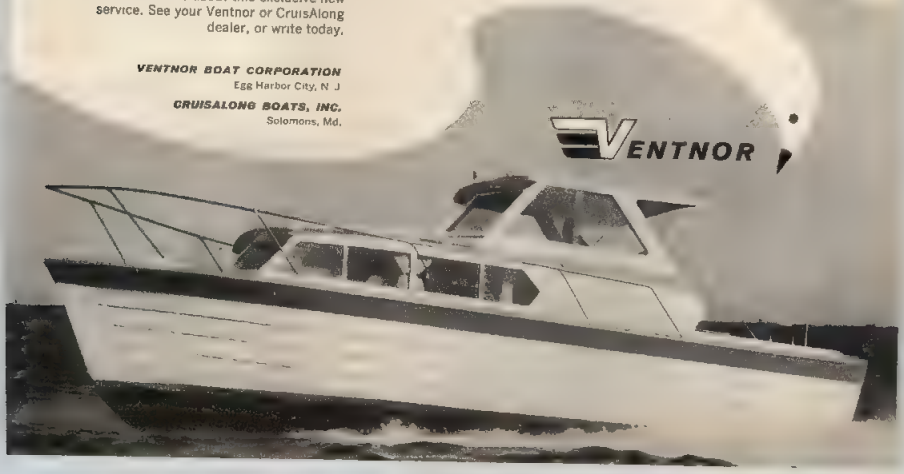
CRUISALONG BOATS, INC.
Solomons, Md.

Ventnor

21' Sea Skiff
25' Fiberglass Hardtop Sea Skiff
28' Hardtop, Express Cruiser, Convertible Sedan
30' Express Cruiser, Convertible Sedan

CruisAlong

33' Sierra Sedan, Eldorado Express
38' Double Cabin Motor Yacht, Convertible Sedan
41' Fiberglass Yacht
45' Flush Deck Motor Yacht



For Full, Safe and Complete Enjoyment of Voit Skin-Diving and Swimming Equipment:

(1) Obtain professional advice and instructions before use
(2) Never dive or swim alone
(3) Never lose contact with your swimming partner
(4) Keep equipment in excellent condition
(5) Double-check all equipment before using
(6) Investigate water before diving for hazards
(7) Learn behavior and peculiarities of marine life.
(8) Keep in good physical shape
(9) Do not over-exert yourself
(10) Observe and enjoy the underwater beauty of this new world

VOIT® SKIN-DIVING EQUIPMENT

Voit Regulators
Developed and extensively field tested by Voit Research and Development personnel, and proved in use through thousands of diving hours.

Dolphin
4451A5380—Dolphin Regulator. New 2 stage design. Trouble-free simplicity of moving parts. Balanced 1st stage and lever action 2nd stage provides demand and flow characteristics far exceeding the most strenuous need. All stainless steel, rust-proof internal parts enclosed in stage free chrome over brass case. Ship. wt. 4 lbs. Retail $75.00

4558A.87—Model F3B-Deluxe Snorkel. Proven lightweight design Soft comfortable mouthpiece with increased airflow for easy breathing. Crushproof convoluted section, fully flexible, non-collapsing Smooth inner wall for positive cleaning. Strap adapter. Blue and white. Ship. wt. 1 lb Mfr's Sugg. Ret. $3.10

Avalon Regulator
4450A2859—Avalon Regulator Piston 1st stage with only 1 moving part, simplified till valve 2nd stage. Internal parts are of rust-proof stainless steel. Aerodynamic designed, snag-free case is of chrome plated brass, will last a lifetime Ship. wt. 4 lbs Retail $40.00

Two Stage
This long outfit contains the most thoroughly engineered products ever developed by Voit. Voit's exclusive design and construction features always provide the greatest safety performance, comfort and beauty The tank —Voit model WCR6 It is equipped with a pre-set constant reserve Viking valve. Pull red activated Full size (1.2 cu. ft.) with a white vinyl finish over aluminizing The regulator —The Voit Dolphin A two stage regulator which represents the biggest breakthrough in regulator design in years. Offers trouble-free simplicity of moving parts, many permanently lubricated against friction and disintegration. Pressure ports are concealed to prevent forward movement or surge from affecting air flow. Balanced first stage and lower action second stage provide demand and flow characteristics far exceeding the most strenuous need. Recessed rubber exhaust ports, chin rest and neck strap all combined in a single streamlined unit. All stainless steel, rust proof internal parts, enclosed in long free chrome over brass case. Smooth line. The snugpack—The finest available for comfort and convenience. Contoured, comfortable patented back plate is unbreakable and impervious to the elements. A quick release lock holds the tank firmly in place, yet allows instant, easy change. Rugged steel handle is precisely positioned so that entire lung is balanced when being carried. Non-slip black nylon webbing is a full 3 inches wide for comfort, and has quick release metal snaps on the shoulder strap. Strap-slide makes bell adjustment easy. Over center wire buckle.
4662A13166—Complete Diving Lung Outfit. Ship. wt. 48 lbs. Retail $194.50
4663A8899—WCR6 Tank and Snugpack Only. Ship. wt. 38 lbs. $142.50
4451A5380—Dolphin Regulator Only. Ship. wt. 4 lbs. $75.00

Voit Deluxe Diving Lung

36" AND 19" SPEAR GUNS

Voit Spear Gun
4664A1080—36" Spear Gun. A compact, powerful, all-purpose gun. Firing shear, muzzle, bushings and shaft on same plane to insure accuracy. Pistol-grip handle. Two slings. Designed for the discriminating diver. Ship. wt. 4 lbs. Mfr's. Sugg Retail $17.95

4665A840—19" Carbine Spear Gun. (not shown) Small but mighty. Best for working dense sea growth and coral Firing shear, muzzle, bushings, and shaft on same plane to insure accuracy Single barb head. Ship. wt. 3 lbs Mfr's. Sugg. Retail $13.95

Depth Gauge and Compass
3559A1025—Model DC4-O. U.S. made professional model for the expert. Rubber housing, liquid compass and luminous dial. Vinyl strap Calibrated to 140 feet. Ship wt. ¾ lb. Retail $16.95

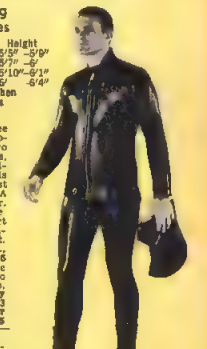
Depth Gauge
4663A720—Model DG3. A precision instrument for the expert. Guaranteed accurate plus or minus 2.5 ft Large, luminous easy reading dial scaled to 140 ft. Shock resistant rubber case shatterproof lens. 14" plastic strap Ship. wt. ½ lb. Retail $11.95

Weight Belt and All Lead Weights
Heavy duty 2" black cotton belt Quick release stainless steel buckle, length 54". Ship. wt. 1 lb. Retail
4664A335—Model 2W25 Wt. Belt $4.25
4330A127—Model 2W2. 2 lb. Wt. $2.10
4331A187—Model 2W3. 5 lb. Wt. $3.10

Voit Skin Diving Suit Size Ranges

	Weight	Height	Height
Small	30-34	125-150	5'5"-5'9"
Medium	32-36	155-180	5'7"-6'
Large	34-38	175-210	5'10"-6'1"
Ex. Large	36-42	210-240	6'-6'4"

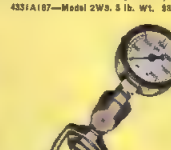
Please Specify Above When Ordering Diving Suits



Skin Diving Suits
4456AF4080—Wet Suit. Three piece black Foamlok neoprene suit ⅜" skin two sides. Consists of pants, jacket and hood Five nickel-silver zippers. Suit affords perfect protection against cold, rocks, coral, etc. A must for every skin diver. Suit is tough and durable Provides cushion comfort with high quality workmanship. Specify Size. Ship. wt. approx 11 lbs. F.O.B. Ill., Calif., or N. J. Retail $57.95
4457AF4281—Wet Suit Same as above but ¼" skin two sides. Consists of pants, jacket and hood. Specify Size. Ship. approx 13 lbs. F.O.B. Ill., Calif., or N. J. Retail $59.95

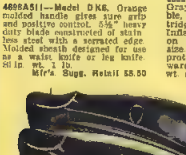
Diver Leg Knife and Sheath
4698A511—Model DK6. Orange molded handle gives sure grip and positive control. 5¾" heavy duty blade constructed of stainless steel with a serrated edge Molded sheath designed for use as a waist knife or leg knife. Ship. wt. 1 lb. Mfr's Sugg. Retail $8.50

Safety Vest Life Preserver
4332A897—Model SUL-3 Safety Vest. Deck Gray, inflated by mouth and/or replaceable, extra capacity 16 gram, CO_2 cartridge. Heavy duty rubberized nylon fabric Inflates to correct shape, prevents turning on face Fully adjustable straps fit any size Corrosion resistant firing mechanism protected lanyard Corrosion resistant hardware, full length nickel silver zipper. Ship wt. approx 1½ lbs Retail $22.75

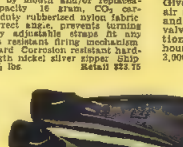


Tank Pressure Gauge
3176A821 — Model DS107. Gives positive check of air supply in tank before and after diving. Bleeder valve for easy disconnection. Rubber covered housing Calibrated up to 3,000 lbs Ship wt. 1 lb. Sugg. Retail $11.50

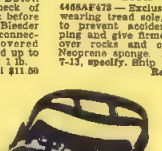
Boots
4468AF473 — Exclusive long-wearing tread sole, designed to prevent accidental slipping and give firmer footing over rocks and coral. ⅜" Neoprene sponge Full sizes 7-13, specify. Ship. wt. 2 lbs Retail $7.95



A10 Skin Diver Fins
4090A511—Model A10. Two-plane blade with stiff ribs delivers extra thrust with less effort. Comfortable foot pocket with open toe. Black color, non float type for either foot. Order by shoe size Small 5-7, Medium 7-9, Med Large 9-11, Large 11-13. Specify Size. Ship. wt 5 lbs Retail $8.50

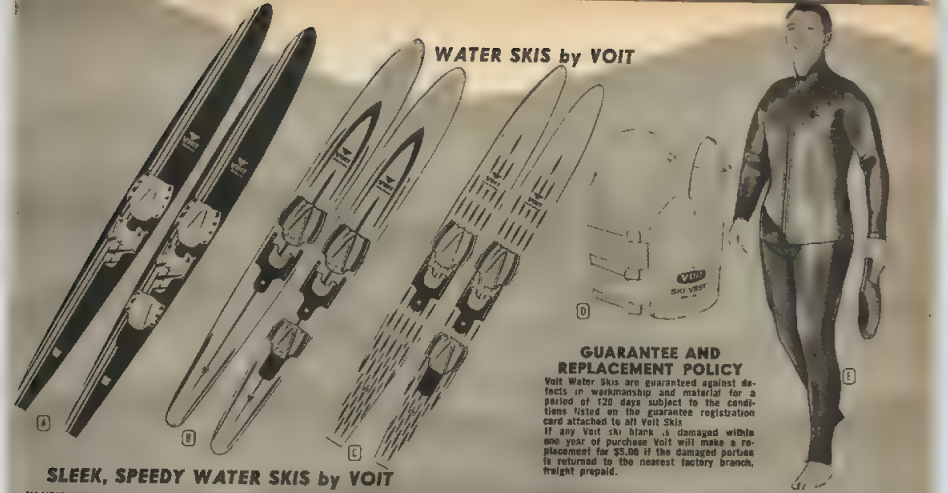


A6B Viking Swim Fins
3185A691—Expert's favorite. 19" L. With 5¾" wide curved stiff blade. Ribbed ribs add water channeling action. They float! Two-Tone Royal Blue Order by shoe size. Medium 7-9; Medium Large 9-11, Large 11-13. Specify Size. Ship. wt. 5 lbs. Retail $11.50



Viking Swim Mask
3391A375—Model B68BK-S Deluxe Mask. Features a one-way exhaust valve for quick, positive clearing of all water, tempered safety lens, stainless fittings Neoprene split straps and side buckles Ship wt. 1 lb. Sugg Retail $8.25

Super Depth Equalizer Mask
4233A451—Model B16BS—Comfortable, wide vision mask with one way water exhaust valve and nose pinch holes allowing diver to purge all water and equalize pressure. Soft blue stock, split neoprene headstrap, stainless fittings and tempered safety lens. Ship wt. approx. 1 lb. Retail $7.50



GUARANTEE AND REPLACEMENT POLICY

Voit Water Skis are guaranteed against defects in workmanship and material for a period of 120 days subject to the conditions listed on the guarantee registration card attached to all Voit Skis

If any Voit ski blank is damaged within one year of purchase Voit will make a replacement for $5.00 if the damaged portion is returned to the nearest factory branch, freight prepaid.

SLEEK, SPEEDY WATER SKIS by VOIT

(A) VOIT "MARLIN" CONVERSION WATER SKIS. Family skiing at a remarkably low price. Red marine enamel with white speed stripes. Gradual tapered rails give excellent control in turns. Bone white rudders. White vinyl bindings for comfort and support. Silver anodized hardware. The core is select white ash. 5'6" long x 6¾". Pair.
80482W1920 Shpg. wt. 15 lbs. **$31.95**

(B) VOIT "DOLPHIN" WATER SKIS. Sleek tapered profile provides maximum stability and control for the beginning or intermediate skier. White with black and gold trim. Bone white rudders. White vinyl bindings. Deluxe black anodized hardware. Extra mounted toe piece for slalom conversion. White ash core. 5'6" long x 6¾".
80491W2340 Shpg. wt. 15 lbs. Pair. **$38.95**

(C) VOIT "WHITEFISH" CONVERSION WATER SKIS. Gold and black diamond pattern on a white marine enamel finish. Bone white rudders. New shark fin skeg enclosed. Deluxe white vinyl bindings, mounted vinyl toe piece included. Distinct ve black anodized hardware. Select white ash core. The perfect family ski. 5'9" long x 6¾". Pair.
80490W2640 Shpg. wt. 16 lbs. **$43.95**

(D) VOIT WATER SKI VESTS. Designed for high buoyancy, maximum comfort and freedom of motion. Made of Ensolite sponge and dipped in white vinyl. 3 stainless steel buckles with plastic flaps. Wt. 2½ lbs.
80493W1200 Small (Chest 25" to 32") **$19.95**
80494W1200 Medium (Chest 32" to 38") **$19.95**
80495W1200 Large (Chest 38" to 44") **$19.95**

(E) VOIT MEN'S BLACK NYLON-BACKED FOAMLOK SUIT. 3/16" thick suit has high snug collar, wrinkle-free shoulder line and narrow tail apron with swivel lock fasteners. Pants conform to body contours plus an extra 6" to further insulate the abdomen. 5 nickle-silver zippers make entry and removal easy. Matching hood has extra length in neck, contoured ears for added comfort. 3 pieces. Small, Medium, Large and Extra Large.
80496W4250 Wt. 11 lbs. **$57.95**
A complete line of surf and ski suits and skin diving accessories are available. Inquiries invited.

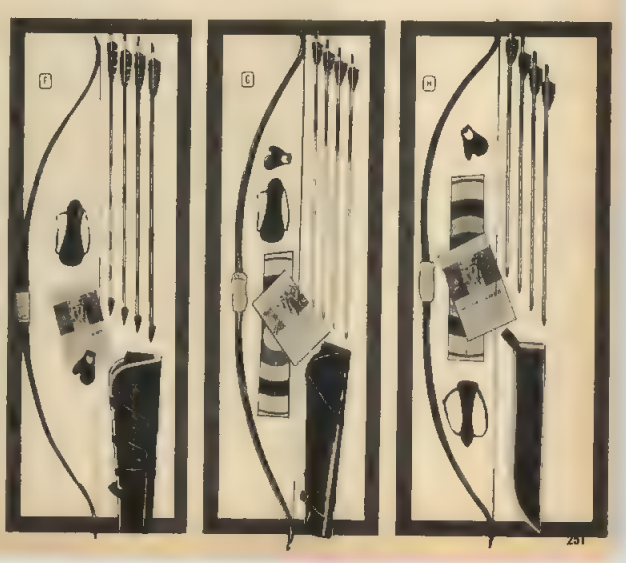
SHAKESPEARE ARCHERY SETS

Unbreakable Fiber Glass Bows

(F) SHAKESPEARE HUNTER ARCHERY SET. Completely camouflaged hunting set is ready to take to the woods. Smooth power and stability. Contains the 45-lb. 55" No. B1 bow, four 3-blade camouflaged Port Orford cedar arrows—matched to the bow. Quiver and arm guard are also camouflage finished so the entire set will blend in with the natural surroundings. Set also includes a shooting tab and a helpful instructional booklet. Everything the bow-and-arrow hunter needs to enjoy his sport to the fullest. **Mailable.**
78585W1600 Shpg. wt. 3¾ lbs. **$30.00**

(G) SHAKESPEARE "ROCKET" TARGET SET. This complete set meets the need of adults or teenage archers who may not want to get expensively involved in the sport. Contains No. B8 bow with 25-lb. draw weight, four 28" cedar target arrows, matching back quiver and arm guard, with shooting tab, target face and instruction booklet. One low price gets you started with all the equipment you need to enjoy this fascinating sport. **Mailable.**
78586W1000 Shpg. wt. 3¼ lbs. **$15.00**
As above, but with 35-lb. bow.
78587W1000 ..... **$15.00**

(H) SHAKESPEARE SUB-TEEN "FURY" ARCHERY SET. As with most activities, the earlier the age at which one acquires and learns to shoot the bow-and-arrow, the more proficient he will be at it in later years. This popular beginner's set is just right for the sub-teen shooter intrigued with archery. Also recommended for Scout merit badge work. Contains the recurved 15-lb. Fury bow, four 24" cedar arrows, saber belt quiver, target face and instructions. **Mailable.**
78588W525 Shpg. wt. 2¾ lbs. **$8.75**



Variety of Toymen Ready Snow White Products for Market

Colorforms Stick-Ons cartoon kit.

MORE THAN 50 manufacturers are offering merchandise to tie-in with the nation-wide re-release, this month, of Walt Disney's first full-length animated cartoon in color, "Snow White and the Seven Dwarfs."

According to Jean Besterman of the Character Merchandising Division of Walt Disney Productions, Inc., more firms have become licensees for the re-release of this picture than any other Disney film. When "Snow White" was last seen by theatre audiences, in 1958, 17 firms produced merchandise for the retail counters. This time there will be more than 300 different items from which to choose, a substantial portion of them toy or toy-related items.

Nine manufacturers who participated in the 1958 Snow White promotion are licensees again. They are the Gund Mfg. Company (with seven stuffed felt and cotton dwarfs to retail at $1.29 each), the Jaymar Specialty Company (a series of puzzles depicting scenes from the movie), the Dexter Mfg. Company, the U.S. Time Corporation, Ben Cooper, Inc., the Dolly Toy Company, the National Leather Mfg. Company, the Whitman Publishing Company, and Disneyland Records.

In addition, a variety of Snow White items is being produced by Amsco Industries, Inc.; the Benay-Albee Novelty Company; J. Chein & Company, (teasets, Colorforms, (Stick-Ons cartoon kit and colored cartoon strips), Frankonia Products, Inc.; the Horsman Doll Company, the Ideal Toy Corporation, (vinyl luggage); James Industries, Inc., (Ex-pan-dees sponge toys); the Porter Chemical Company, (Spear eight-piece electric phonograph set); Louis Marx & Company, Inc., the Pressman Toy Corporation, Smith Enterprises, Inc., and Sawyer's, Inc.

Hassenfeld Brothers is introducing 14 new Snow White items, including pencil boxes and pouches from its Empire Pencil Company division; Yankee Homecraft is producing a series of wall plaque molding kits, and Whitman Publishing has produced special Snow White floor display stands to exhibit their 14 Snow White items. Eneson Imports, Inc., is introducing a line that consists of about 50 ceramic items.

A major TV promotion, using network commercials and local spots, will be backed by ads and editorial features in newspapers and consumer magazines as well as record promotions of the music in the film to support the movie.

National Brands, Clorox Bleach, Royal Gelatin, Wheat Honeys and Rice Honeys, in addition to the promotions that the toy firms will undertake, are mounting Snow White campaigns, according to Miss Besterman.

As part of a promotion in regard to the film, "Snow White" and seven dwarfs in costume started a national tour at the beginning of this month to take them to 13 large cities. The performers are being accompanied by a master of ceremonies and a musician, all of whom are traveling from city to city in the Walt Disney Studios Gulfstream plane.

Stores participating in the promotional tour are John Shillito Company, Cincinnati; The Higbee Company, Cleveland; North Park Shopping Center, Dallas, May D & F, Denver; Foley's, Houston, Jordan Marsh-Florida, Miami; Gimbels-Schusters, Milwaukee; Donaldson-Golden Rule, Minneapolis, Stix, Baer & Fuller Company, St. Louis, The Hecht Company, Washington, D. C., Greenwood Shopping Center, Indianapolis, Carson, Pirie, Scott & Company, Chicago, and Sears, Roebuck & Company, Natick, Mass.

Each store will support the promotion with at least a full page newspaper ad. Many stores will have special Snow White windows and elaborate in-store displays.

Gund stuffed dwarf figure.

Ideal vinyl luggage piece.

J. Chein Snow White Tea Set.

Snow White and the seven dwarfs traveling troupe of performers.

JAK-PAK INC 236 N Water St PO Box 374 Milwaukee Wis 53201
KENNER PRODS CO 912 Sycamore St Cincinnati 2 Ohio
Nadel & Sons Toy Corp 900 Broadway NYC 10003
Palmer Plastics Inc 10720 Av D Brooklyn 36 N Y
PARK PLASTICS CO 104 E Elizabeth Ave Linden N J

PLANETARIUMS

HARMONIC REED CORP Union Hill Pk W Conshohocken Pa
Renwal Prods Inc Old Country Rd Mineola N Y

PLAQUES, JUVENILE AND NURSERY

Art Plastics Co Box 486 75 Water St Leominster Mass
Baby World Co 145 E 32 St NYC 16
Boyd Specialty Co The 987 Colgate Rd Columbus Ohio 43213
Cavacraft Model Air Planes 2045 Trenton Ave Philadelphia 25 Pa
Cleveland Model Prods Co 4506 Lorain Av Cleveland Ohio
DOLLY TOY CO THE 320 N 4 St Tipp City Ohio
Ellenville Wood Novelty Co 7 Clinton Ave Ellenville N Y
Goodman L A Mfg Co 145 W 63 St Chicago 21 Ill
Greenaway Engnring Co 902 S Magnolia Ave Monrovia Calif
Lee Aluminum Foundry & Mfg Co New Albin Iowa
Leister Game Co 9 N St Clair Toledo 4 Ohio
Mardi Gras Enterprises P O Box 146 Lower Simms St Simmesport La 71369
Metropolitan Fur Toy Co 800 6 Ave NYC 10001
Nursery Plastics Inc 137 E 25 St New York 10 N Y
Technigraph Corp 1012 W 5 St Winona Minn 55987
Tuco Work Shops Inc Stevens St Lockport N Y 14094
Warren Paper Prods Co (Built-Rite Toys Div) 3200 South St Lafayette Ind

PLASTIC MODEL KIT SUPPLIES

Aurora Plastics Corp 44 Cherry Valley Rd W Hempstead L I N Y
Dynamic Plastics Div of Bay Marine Plastics Inc 1255 N Seeds Ave Sarasota Fla
Merzbach Charles C Co 95 5 Av New York 3 N Y
Pactra Chemical Co 6725 Sunset Los Angeles Calif 90028
Revell Inc 4223 Glencoe Ave Venice Calif
Testor Corp The 620 Buckbee St Rockford Ill

PLASTIC MODEL KITS

AMT CORP 1125 E Maple Rd Troy Mich
AMERICAN MACHINE & FOUNDRY CO 11500 Tennessee Ave Los Angeles Calif 90064

America's Leading Maker of Water Guns

Park Plastics guarantees all water guns are 100% Water Tested

No. 155
RUSSIAN
AK-47
WATER MACHINE PISTOL

Modeled after the standard side arm weapon of the Russian soldier. Authentically designed. Size: 8¼". Black only.

Retail **50c**

Retail **39c**

No. 145
SCHMEISSER

Authentic styling of famous machine pistol. Size 6¾". Packed 2 dozen to counter tuck No. 1455 blistered, at additional cost.

Other Popular Park Guns

No. 100 WEE-GEE
No. 147 SECRET AGENT
No. 102 AUTOMATIC
No. 106 LU-GEE
No. 136 P-38
No. 137 SQUIRT RAY
No. 107 LUGER

No. 158
WATER GUN DISPLAY

Attractive water gun display designed for impulse sales. See 5 other Park water gun displays, yours for extra profit.

Write for complete color catalog
PARK PLASTICS CO., Linden, New Jersey
New York Showroom No. 848, 200 Fifth Avenue, New York, N.Y.

Wentworth Fine China

Wentworth—the finest China. Pure white in color. Deeply lustrous and exquisitely translucent, yet with amazing strength to afford you many years of service. Completely vitrified, highly resistant to chipping and breaking. Created by expert craftsmen abroad, Wentworth gives your family the luxury of elegant dining—at everyday prices.

TRUE LOVE. China of perfect simplicity — and perfectly priced, too. The Platinum wedding-band edges give a warm glow to the modern coupe shape

D3178413997 57-Pc. set for 8 — Retail $59.95
D3178516663 99-Pc. set for 12 — Retail $99.95

ETERNITY (Above) China in the classic tradition, with the fluted shapes imparting a newer, youthful lilt. Enchanting wreath decor, complimented by platinum rims. Truly luxurious dining

57-Piece Service for 8
D3178213997 — Retail $59.95

99-Piece Service for 12
D3178316663 — Retail $99.95

COMPOSITION OF THE CHINA SETS

57 Pc. Service For 8. 8 each dinner plates bread and butters, soups, fruits, cups saucers; 1 ea creamer, covered sugar, platter, vegetable server, 4 extra cups 45 lbs **99-Pc. Service For 12.** 12 ea dinner plates salads bread and butters soups, fruits, saucers; 1 ea. creamer, covered sugar large and small platters, sauce boat, 2 veg etable servers, plus 6 extra cups. 75 lbs All sets shipped by freight or express from nearest warehouse Newark, N J., or Stockton, Calif. Pay shipping charges on delivery Allow 2 or 4 weeks for delivery.

TWILIGHT ROSE. Two perfect roses form a pattern whose beauty is matched only by the quality of this translucent china. Platinum edges reflect the silvery grey blooms to best advantage

D3178613997 57-Pc. set for 8 — Retail $53.95
D3178713997 99-Pc. set for 12 — Retail $89.95

STRATFORD. (Above) Truly exquisite translucent china of purest white Perfectly complemented by delicate tracings of precious Gold and a ring of "luster" taupe. The classic elegance of its design becomes more and more endearing as the years go by, and it is fully vitrified to resist chipping and breaking. Sets a perfectly enchanting table with your finest linens and silver, whether contemporary or traditional Truly luxurious in every way, yet amazingly low priced Whether you choose the 57-piece service for 8, or the 99-piece service for 12 (set compositions as listed above), you'll enjoy gracious dining for years to come.

57-Piece Service for 8
D3178[illegible]3997 — Retail $59.95

99-Piece Service for 12
D3178[illegible] — Retail $99.95

Shipped F O B. from Newark, N.J. or Stockton Calif. No COD s

Worcester Toy Company Pie and Tea Set Comprises 41 Pieces

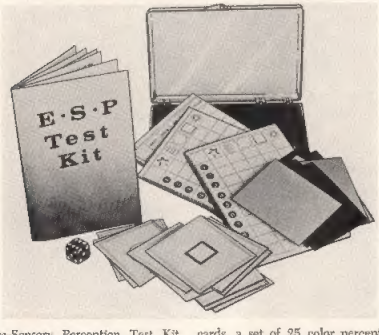
A Pie and Tea Set (#4456) service for four is currently being offered by the Worcester Toy Company, Worcester, Mass.

The set contains 41 pieces in all. It includes packets filled with graham cracker crumbs, lemon pie filling and chocolate pie filling, four plastic cups, four saucers and four pie plates in a floral pattern, a tea pot, plastic spoons, forks and knives, and other tableware.

The box in which the set is packed measures 20" by 19¾" by 3¾". Six Pie and Tea Sets are packed in a 20-pound shipping carton.

The Worcester Toy Company is represented domestically and overseas by the Henry Katz Organization, 10th floor, 200 Fifth Avenue.

Art Fair Extra Sensory Perception Kit Contains 25 Symbol Cards



An Extra-Sensory Perception Test Kit boxed to retail at $3 is now available from Art Fair, Inc., 80 Fourth Avenue, New York City, according to Art Fair executive Robert M. Burger.

Each kit contains 25 special symbol cards, a set of 25 color perception cards, three marking and reaction pads, a balanced die and an instruction booklet. Up to six people can play this game at one time. The item is packed one dozen kits per 10-pound shipper.

Western Names Rummel To Sales Manager Post

William Rummel, Jr., has been named Eastern zone wholesale sales manager for the Consumer Products Division of the

William W. Rummel, Jr.

Western Publishing Company, according to William C. Kidd, president.

The Consumer Products Division is consolidating the marketing programs of Western and three of its principal subsidiaries: Golden Press, Inc., New York; Watkins-Strathmore Company, Racine, Wisc.; and the Whitman Publishing Company, Racine, Wisc.

Mr. Rummel joined the wholesale staff of Western's Consumer Products Division in 1966 and was assigned to the Middle Atlantic states. He has had over 18 years of sales experience in the toy industry. Among the companies he has represented are Vogue Dolls and Halsam Products.

Edu-U-Cards Markets Mr. Know-It-All Quiz Game

A Mr. Know-It-All quiz card game is currently being marketed with a suggested retail price of $2 by the Ed-U-Cards Mfg.

Corporation, Commack, New York.

The game (#650), consists of 84 die cut quiz cards, an "Answer Master," a large metal badge, and an instruction booklet.

The item, which comes in a 14¾"-by-6¾"-by-1¾" box and is shipped one dozen to a 16-pound shipper, is geared for youngsters, 7-15.

you go to greater heights to produce top-selling tea sets!

See our newest entries for top-selling honors at the Henry Katz Organization Showroom—**Tea Sets** (including Barbie® and Francie™), **Kitchen Play Sets, Dinner Sets, Action Toys** (including Flipper™ — Bozo the Clown© — Batman©), **Musical Instruments** and **Bagged Toys.** This star-studded sample line is backed by "ready-to-ship" stock from our big, new Worcester Toy warehouse. Order with confidence of delivery on schedule . . . and reach new selling peaks.

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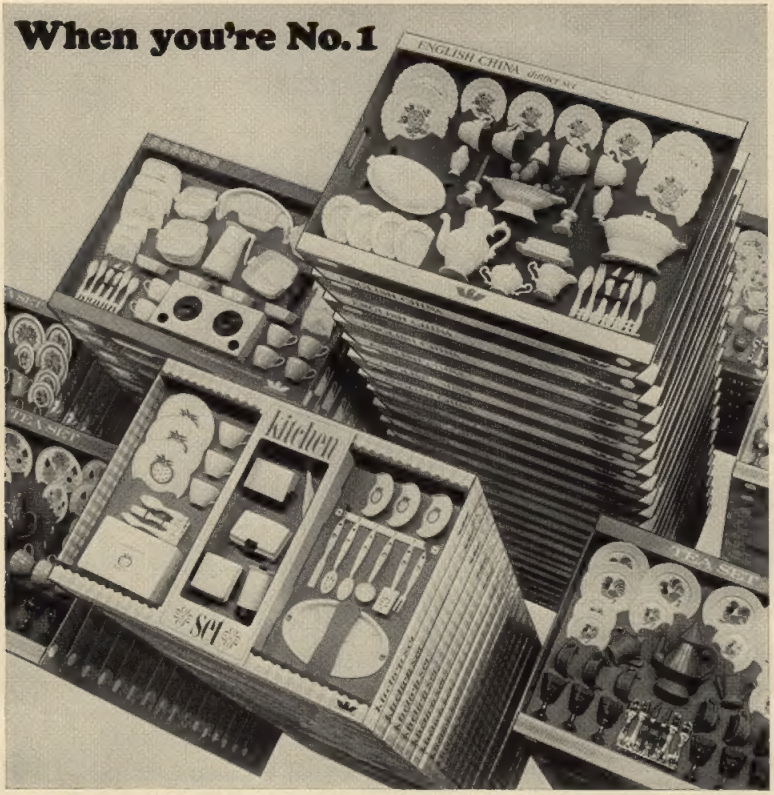

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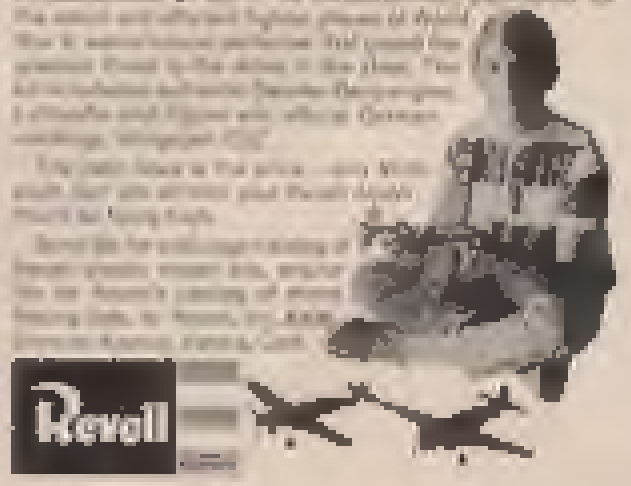
1/32 is almost real.